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BROADCASTING.

Broadcast Advertising

Vol 16 • No. 7

APRIL 1, 1939

WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

SCHOOL OF BUSINESS ADMINISTRATION
Miami University

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PRE-SEASON

Promise

The advent of Spring in this, WOR's eighteenth year, is for us a time of plan and promise. Though the arrival of radio's perfect state remains an event hesitant and mysterious, we endorse and enjoy the excitement of it. We shall continue to poke our nose into affairs abroad and at home and call upon the ripe wisdom of old men to evaluate man's jousts with man, whether he be engaged in a game of bowls or a blood purge. Belmont, too, will be accorded an attentive ear, as will baseball, and jaunty people who race sloops. WOR will carry tenors singing of love and the tender life to be followed, perhaps, by the voice of a mean satirist, and something about art, music, Paris, London and other ornaments of life. You may not like all of it, but every day there will be things you can't afford to miss. And when the seasonal lull comes to town with its first hint of the high winds, we will probably send a man out to pick up the dreamy cricket sounds in the hot August meadows. Or maybe we'll just keep our hands in our pockets and do nothing about it. Anyway, it will be a season of surprises, packed with the unexpected. Life is like that at WOR.

WOR

XUM

Blanketed!

WLS programs and highlights are listed in 110 newspapers* in the WLS Listening Area. The combined circulation of these papers is 4,086,327. Seventeen of them publish in the Chicago Area. (Chicagoans listen to and know WLS.) 4,086,327 families can find the time of any WLS program simply by opening their local newspaper.

In addition, Prairie Farmer, twice each month, publishes two full pages of WLS publicity and complete program listings that are read in 340,000 Midwest homes. WLS programs are also listed in three national radio magazines.

When *you* buy WLS, *your* program will receive this added service.

***One or more newspapers in each of these cities publishes WLS program listings.**

ILLINOIS

Aurora
Beardstown
Belvidere
Benton
Champaign
Chicago (10)
Danville
Decatur (2)
Dixon
Elgin
Evanston
Freeport
Galena
Galesburg
Georgetown
Joliet
Kankakee
Lemont
Moline
Ottawa
Peoria (2)
Peru
Plainfield
Rockford (2)
Rock Island
Sheffield
Springfield (2)
Waukegan
Wheaton

INDIANA

Anderson
Attica
Bloomington
Elkhart
Evansville
Flora
Ft. Wayne
Frankfort
Gary (2)
Goshen
Hammond
Hartford City
Indianapolis
Kokomo
LaFayette
LaPorte
Logansport
Michigan City
Noblesville
Peru
Petersburg
Plymouth
South Bend
Sullivan
Veedersburg
Vincennes

MICHIGAN

Alpena
Battle Creek (2)
Benton Harbor
Big Rapids
Grand Haven
Grand Rapids (2)
Holland
Jackson
Kalamazoo
Menominee
Muskegon
Petoskey
South Haven
Union City

IOWA

Davenport
Earlville
Knoxville
Muscatine
Newton
Ottumwa

WISCONSIN

Appleton
Barron
Beloit
Delavan
Green Bay
Janesville
Madison (2)
Milwaukee (4)
Oshkosh
Racine
Sheboygan
Stevens Point
Watertown

CANADA

Ft. William, Ontario
Winnipeg, Manitoba

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(*Chicago*)** Glenn Snyder, *Manager*

Represented by **JOHN BLAIR & COMPANY,** *New York, Chicago, Detroit, Los Angeles, San Francisco*

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport, New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WBRK	Pittsfield
WLLH	Lowell, Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston, Auburn

New England's Attention On Your Sales Messages

FOCUSING attention on your product is first of all a problem of focusing directly on the market you wish to hit.

This can be accomplished with greatest precision through The Yankee Network—for, when you have seventeen markets receiving the full force of your sales effort, repeated consistently, you are bound to focus attention on your product and pull it out of the ruck of competition.

The New England market cannot resist this kind of aggressive attack. The sales curve is bound to go up.

For your New England campaign The Yankee Network is essential. It is the only medium for complete coverage of this rich market—the only means of reaching directly into the city and suburban homes of seventeen important markets stretching from Bridgeport to Bangor.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

WHAS

the Number One medium in a Number One Market

SCORES A NUMBER ONE SCOOP!

EFFECTIVE April third, Paul Sullivan, repeatedly pronounced America's number one non-network news commentator, will head the news staff of WHAS.

His nightly news casts, are to be sponsored by the Brown-Williamson Tobacco Company.

When his familiar "goodnight and thirty," symbol of news as news should be, to millions of people, goes out on the WHAS wave length, it will mark another step in the upward movement of this compelling, dominant station.

WHAS is prepared to offer a sales vehicle of Paul Sullivan calibre for your product.

May we show you how effectively and economically this can be accomplished?

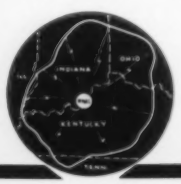
50,000 Watts
CBS

WHAS

COURIER-JOURNAL AND LOUISVILLE TIMES STATION

Louisville,
Ky.

Represented Nationally by EDWARD PETRY & CO.



XUM

He milks his cows twice a day.

She takes the subway twice a day.

They've never met...but

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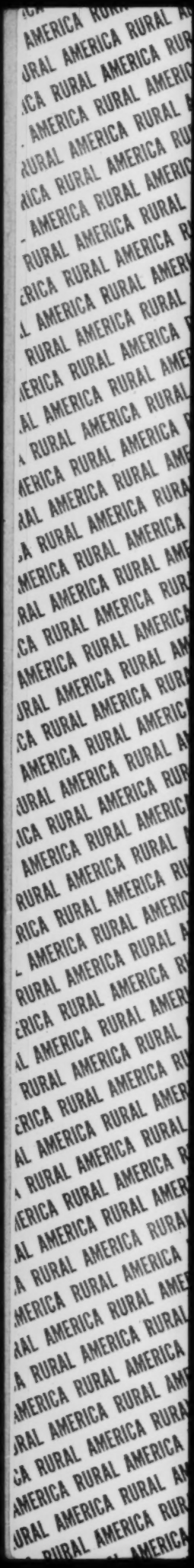

They're all one family . .

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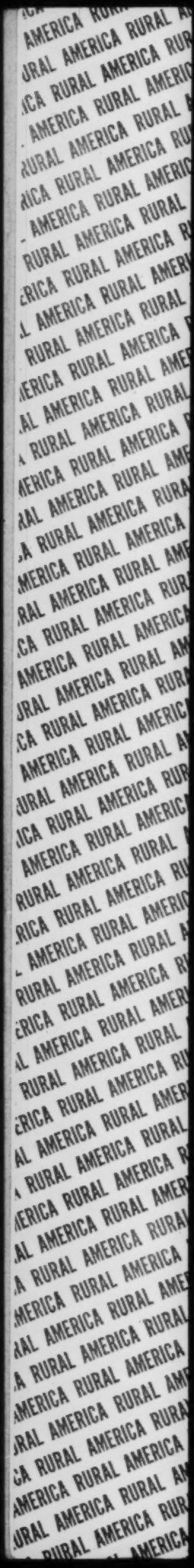
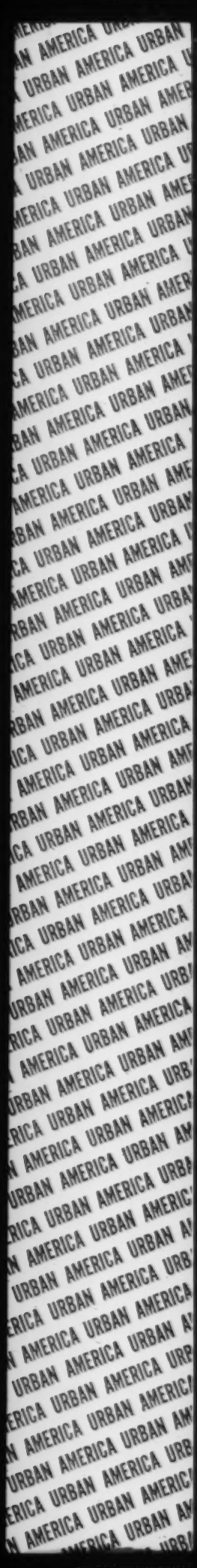

AMERICA RURAL AMERICA RURAL AMERICA RURAL

. . . *to CBS*

One family—multiplied by 26,000,000! For 26,000,000 families live and listen in Columbia Broadcasting System's *primary* listening areas. CBS dominance in the urban segment of this audience has been acknowledged for years. And now, a new study of rural listening habits measures the dominant CBS position in *rural* America as well. The study, conducted by impartial investigators, shows a CBS audience, day and night, greater than that of any other network: reports that 87% of all rural families interviewed listen *regularly* in the evening to CBS; 72% in the daytime. And the farmer listens to the "city" programs: 80.9% of all rural families interviewed heard Major Bowes; 71.8% heard Eddie Cantor! We will be glad to send you a copy of this latest basic radio study: COLUMBIA'S RFD AUDIENCE. Write to 485 Madison Ave., New York, but before you do that—turn the page.



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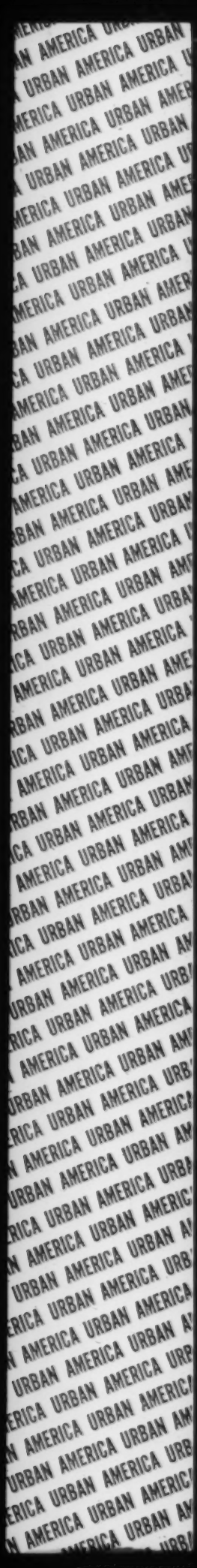


XUM

THEY'RE ALL ONE FAMILY...TO CBS

In the CBS-Starch studies, showing *urban* coverage and listening...

In the CBS-Boston University study, on radio and *"The Very Rich"*...

In the CBS study *"Radio Goes to College"*, showing undergraduate radio habits...

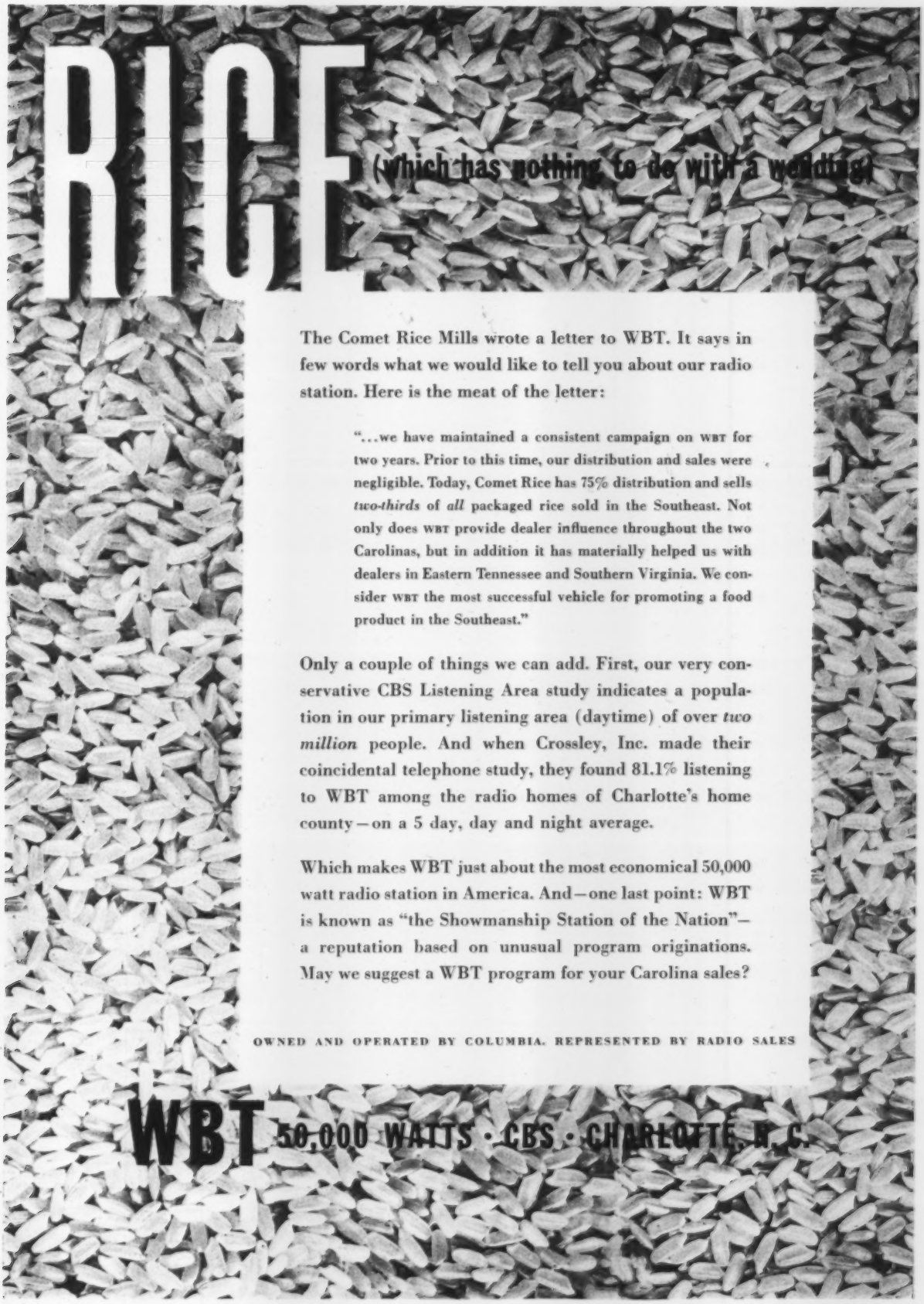
And in the newest CBS study, *"Columbia's* RFD *Audience"*, showing *rural* radio listening habits...

All the evidence, basically and conclusively, points to the same fundamental fact about radio:

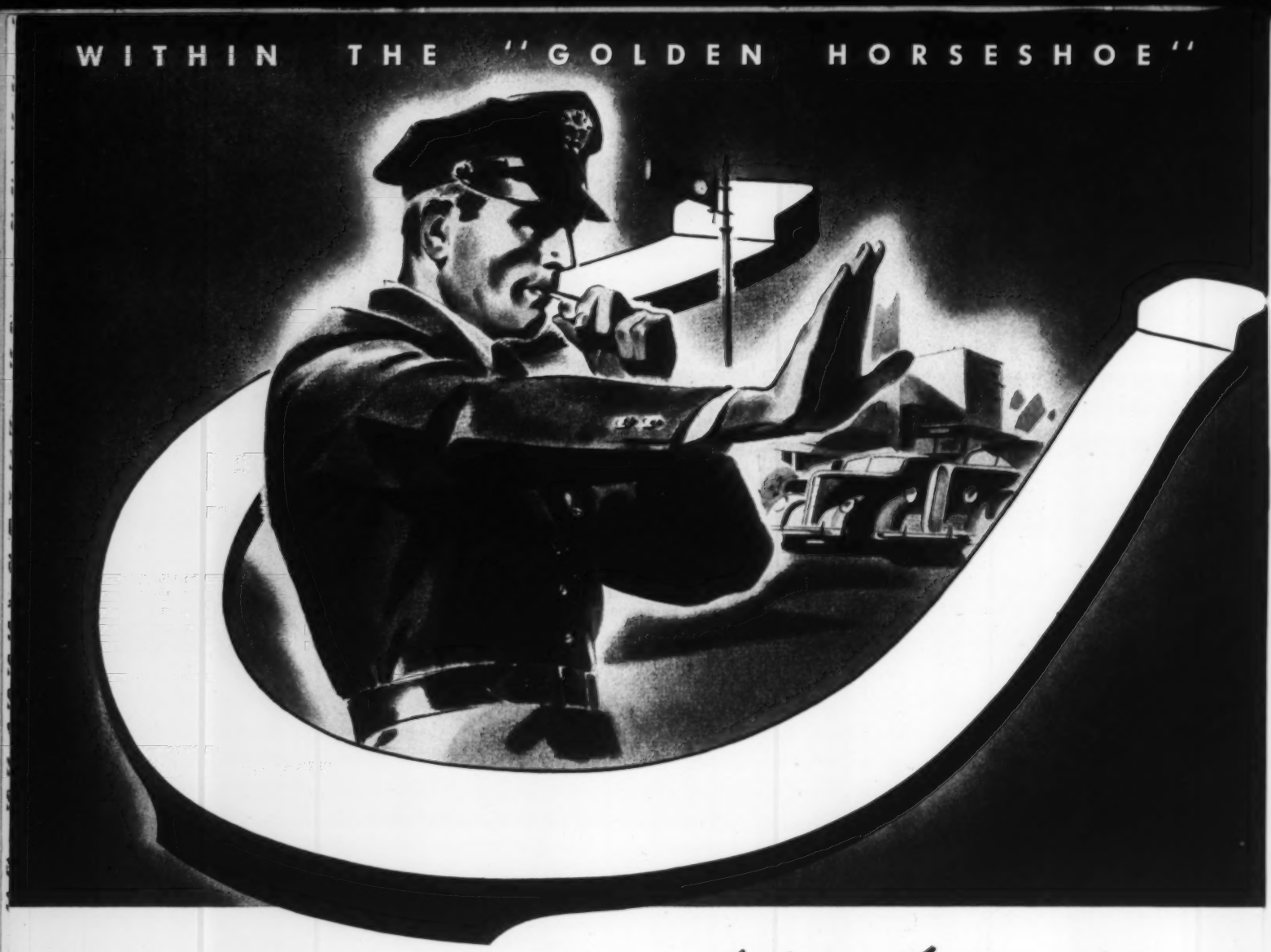
CBS reaches *everywhere*
–with the *same* programs
–at *one* cost and
–*sells* goods!

Columbia Broadcasting System
THE WORLD'S LARGEST RADIO NETWORK

XUM


RICE
(which has nothing to do with a wedding)
The Comet Rice Mills wrote a letter to WBT. It says in few words what we would like to tell you about our radio station. Here is the meat of the letter:
"...we have maintained a consistent campaign on WBT for two years. Prior to this time, our distribution and sales were negligible. Today, Comet Rice has 75% distribution and sells *two-thirds* of *all* packaged rice sold in the Southeast. Not only does WBT provide dealer influence throughout the two Carolinas, but in addition it has materially helped us with dealers in Eastern Tennessee and Southern Virginia. We consider WBT the most successful vehicle for promoting a food product in the Southeast."
Only a couple of things we can add. First, our very conservative CBS Listening Area study indicates a population in our primary listening area (daytime) of over *two million* people. And when Crossley, Inc. made their coincidental telephone study, they found 81.1% listening to WBT among the radio homes of Charlotte's home county—on a 5 day, day and night average.
Which makes WBT just about the most economical 50,000 watt radio station in America. And—one last point: WBT is known as "the Showmanship Station of the Nation"—a reputation based on unusual program originations. May we suggest a WBT program for your Carolina sales?
OWNED AND OPERATED BY COLUMBIA. REPRESENTED BY RADIO SALES
WBT 50,000 WATTS · CBS · CHARLOTTE, N. C.

WITHIN THE "GOLDEN HORSESHOE"



WE HAVE *More Automobiles* THAN ANY STATE IN THE UNION

Picture an area so prosperous that seven out of ten families are automobile owners . . . where there is one passenger car to every 3.2 persons (the national average is 5.5) . . . where there are over three times as many registrations as New York City, a million more than the combined registrations of the three largest cities, more than any single state in the Union. That is a flash view of the "Golden Horseshoe," the market blanketed by WJR in Detroit and WGAR in Cleveland.

You may sell automobiles. You may not. But the auto owner rates high among the buyers of almost every product. And this vast army of them can be sold, quickly and economically too, through the "Great Stations of the Great Lakes" . . . WJR and WGAR.

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS . . . COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

XUM

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 7 WASHINGTON, D. C., APRIL 1, 1939 $3.00 A YEAR—15c A COPY

Naming of Thompson Stirs Press Issue

By SOL TAISHOFF

New Publisher Member of FCC Expected to Get Quick Confirmation by Senate; Brown Ponders Retirement

IGNORING the pleas of "lame duck" politicians, President Roosevelt March 28 nominated for the FCC Frederick I. Thompson, Alabama newspaper publisher, anti-public utility crusader, and post-war member of the U. S. Shipping Board. The nomination was sent to the Senate a day after the President had accepted the resignation of Commissioner E. O. Sykes to become effective April 5.

A militant New Dealer, Mr. Thompson was a "dark horse" nominee for the Sykes post, to fill the unexpired term which ends June 30, 1941. Senator Lister Hill (D-Ala.) sponsored his appointment with Senator Bankhead, of the same State, offering his support. Senate confirmation is expected speedily, since the President is known to be desirous of avoiding a vacancy because of the possibility of deadlocked votes with only six members.

While he has never been active in radio, Mr. Thompson is not entirely unfamiliar with the medium by virtue of his experience in newspaper publishing. His son-in-law, Bascom H. Hopson, of Birmingham, is the owner of WJBY, Gadsden, Ala. 100 watter, and until last year was the operator of WAPI, Birmingham, under a lease from the three universities which own the station.

Well Known in South

Chairman Frank R. McNinch, who has been in frequent consultation with the President in connection with the Sykes successorship, hailed the appointment as "outstanding". Declaring he was not intimately acquainted with the publisher, he said he knew of him by virtue of his writings on power and his wide reputation in the South. Mr. Thompson at present is publisher of the *Montgomery Journal* and until recently was a member of the Alabama State Docks Commission. Personally acquainted with the President, he has been a frequent visitor to Washington. While he was not prominently mentioned for the FCC post immediately after Judge Sykes announced his resignation, his name nevertheless has been under consideration for several months by the President for an assignment in Washington.

Speculation immediately was aroused as to Mr. Thompson's position on newspaper ownership of broadcast stations, particularly in the light of the Administration's admittedly luke-warm attitude. As a publisher who has been high in the councils of the Associated Press, of which he was an officer and director for many years, and active in newspaper association work, Mr. Thompson's views on the subject will be awaited with interest.

Sixty-three years old, Mr. Thompson is a life-long friend of the man he succeeds. One year senior to Judge Sykes, he was born in the same Mississippi town—Aberdeen. As youths the two played together, Judge Sykes recalled.

May Confer With President

Mr. Thompson was to have his first conference with President Roosevelt on March 31 or April 1 in Auburn, Ala. The President left Washington March 29 for a 10-day vacation at Warm Springs, Ga., but planned to arrive at Tuskegee Institute in Alabama March 30 and at Auburn was to address the students of Alabama Polytechnic Institute on the following day. Mr. Thompson, it was said, might leave his home in Mobile to join the Presidential party.

With the resignation of Judge Sykes and the apparent deadlock on legislation to reorganize the FCC, further speculation prevailed as to the President's plans in connection with FCC personnel. The term of Commissioner Paul A. Walker expires June 30. Mr. Walker branded as "false" the report of his impending resignation, which he said emanated from a "utility quarter", declaring that in his conception of the office a commissioner does not seek reappointment and the matter "is wholly a matter of executive discretion". He said the suggestion that criticism of his telephone investigation would lead him to resign would have the effect "of prompting or strengthening an attitude of receptiveness on my part".

In addition to the Walker expiration, reports are current that Commissioner Thad H. Brown, second only to Judge Sykes in seniority as a commissioner, might retire before his term expires on June 30 next year. While Commissioner Brown would make no comment, there appeared to be some credence to the report since he often has expressed a desire to return to private life. Appointed general counsel of the old Radio Commission in 1929, Col. Brown became a commissioner in 1932 and has served continuously since then on both the Radio Commission and the FCC as a Republican member.

NEW COMMISSIONER

FREDERICK I. THOMPSON

Brown's Plans Indefinite

While Col. Brown is not expected to leave the FCC soon, it is felt he might desire to return to Ohio to reenter the practice of law or engage in some other business. There is also the possibility he will decide to hang out his legal shingle in Washington, following Judge Sykes' lead.

Commissioner Brown is now directing the Great Lakes and Inland Waterways survey of radio communications for shipping. The Commission is scheduled to submit its report to Congress on this work by Dec. 31. While Col. Brown has not commented for publication, it is felt he probably would be disposed to finish this task, in which he has evinced great interest, before deciding on a definite course.

While the status of Chairman McNinch remains unchanged, he ofttimes has expressed his desire to leave the FCC post. It is doubted whether he will return to the Federal Power Commission despite the fact that the chairmanship of that board is still vacant. It is understood that as recently as two weeks ago, President Roosevelt asked Mr. McNinch to remain at the FCC. There was still the thought, however, that he might be designated for a federal judgeship.

Status of Commission

How Mr. Thompson's appointment will affect the McNinch working majority on the Commission is problematical at this writing. While an ardent New Dealer, his friends and acquaintances describe him as resolute in following his own convictions and disclaim any thought that he will become an Administration "rubber stamp". Chairman McNinch's majority has constituted Judge Sykes and Commissioners Brown and Walker, in most instances. Commissioners Craven, Case and Payne have been inclined to vote together. Thus, if the policy cleavage persists, Mr. Thompson will become the key figure.

Little opposition to the Thompson appointment was in evidence on Capitol Hill. Since Senator Hill, his primary sponsor, is a member of the Senate Interstate Commerce Committee, it is expected he will push for early approval of the nomination by that committee. Chairman Wheeler has made no statement on the appointment, but it is hardly believed he will oppose it.

Contacted at his home in Mobile by BROADCASTING March 29, Mr. Thompson asserted he was gratified over the appointment. He said he was not in a position to comment on FCC or industry affairs since he will not be a commissioner until the Senate confirms his nomination. It was assumed he would take his oath of office prior to Judge Sykes' departure April 5 if he is confirmed by that time.

XUM

New Member of FCC a Man of Action

Thompson a Journalist And Crusader for Low-Cost Power

By WALTER BROWN

IN TURNING to the city overlooking Mobile Bay for his latest appointment to the FCC, President Roosevelt chose a man who has spent most of his 63 years crusading with printer's ink in the interest of what New Dealers like to call "a more abundant life".

A man of definite convictions and strong and genial personality is Frederick Ingate Thompson. When he espouses a cause it becomes an obsession. One of his "obsessions" has been power, and his years of crusading against the Alabama Power Co., an affiliate of Commonwealth & Southern, made it easy for Senator Lister Hill to "sell" his candidate for the Sykes' FCC vacancy to the President, who had waged much the same kind of fight in New York.

The new FCC member was born in Aberdeen, Miss., also the hometown of Judge Eugene Sykes, whom he succeeds. When only 17 years of age, Thompson became editor of the *Aberdeen Weekly* and for three years laid the groundwork which was to take him to great heights in the publishing field. From the dreamy little southern town, the young editor moved to the bustling cotton city of Memphis where he edited the weekly *Commercial Appeal* until 1902.

Former Newspaper Rep

In that year he became a member of a New York and Chicago firm handling national advertising for newspapers, but in 1909 drifted into the publishing business in his own right. His first property was the *Mobile Register*. In 1916 he secured the evening *Mobile News-Item*, giving him a combination enterprise in the Alabama port city.

In 1916 he established *The Montgomery Journal* at the Alabama capital and from 1922 to 1927 directed the affairs of the *Birmingham Age-Herald*. He also extended his publishing operations into Northern Alabama, purchasing papers in the Muscle Shoals area, for which hydro-electric project he was a constant advocate.

Because of his crusading tactics against the power interests, Alabama Power Co. launched a competing paper, the *Mobile Press*, in Thompson's home city and a merry newspaper war was had until 1932 when the *Press* bought the *Register* and *News-Item*. Thompson's only publishing enterprise at the present time is the *Alabama Journal*.

Served on Shipping Board

Aside from his service on the Shipping Board in Washington, 1920-25, having first been appointed by President Wilson and reappointed by Presidents Harding and Coolidge, Mr. Thompson has devoted most of his apparently endless flow of energy to his Alabama publishing businesses.

In 1930 he made his first and only political venture when he ran for the U. S. Senate. The writer was in Alabama during that campaign as a reporter and witnessed firsthand the unsuccessful effort of the Mobile publisher to secure the seat held by the then Senator J. Thomas Heflin.

Senator Heflin, because of his bolt of Al Smith in the 1928 campaign, was read out of the Democratic party and the Democratic nomination was about to go by default to John H. Bankhead. Mr. Thompson entered the campaign with the same tireless and crusading spirit that had marked his career as a newspaper publisher.

From the jump he undertook to make power the dominating issue of the campaign. From one end of the State to the other he denounced Bankhead as a tool of the power trust and railroad interests. Special editions of his papers were flooded over the State carrying his militant editorials and speeches on Muscle Shoals, then the focal point in the then raging national power controversy.

Political Philosophy

Cheap power, through the development of Muscle Shoals and other Government-owned power projects, and cheap transportation through development of waterways, were the two issues around which he centered his campaign. His fight to abolish the convict leasing system also was cited in testimony of his liberal views. Prohibition then was a burning issue in Alabama and Thompson definitely took his side with the drys.

In a speech in Montgomery opening his campaign, Mr. Thompson thus summed up his political philosophy:

"My ideal of a public servant is one who will always stand for those things that inspire a people to better Government. To lift and strengthen men and women meshed in the toils of the day . . . I take my inspiration from the Hermitage, from Monticello, and from that tomb in the Cathedral of the National Capital where our great war President is at rest."

Senator Bankhead defeated Mr. Thompson for the Democratic senatorial nomination by a decisive vote. The Mobile publisher remained regular and supported Bankhead against Heflin in the general election.

As Mr. Thompson reduced his newspaper holdings he began taking more active interest in public affairs. President Roosevelt appointed him as a member of the Advisory Board on Public Works in 1933, and in 1935 Gov. Bibb Graves placed him on the Alabama Docks Commission. Mobile was one of the first cities selected for a free trade zone and he was appointed manager. Gov. Dixon abolished this place only recently, leading to an open controversy with Mr. Thompson who had a two-year contract with the State as manager.

What Others Say

Mr. Thompson married a Mobile girl, Andrianna Ingate, in 1900. He is an Episcopalian and belongs to the Athelstan Club in Mobile and the Veauvoir Club in Montgomery.

The new Commissioner is the type of man who makes close friends and bitter enemies. His friends say he is a man of high public principles, a hard worker, and deeply devoted to the cause of good and clean Government. Those in Alabama who have felt the lash of the Mobile publisher's pen say he is biased, domineering, and will "run or ruin" anything he is connected with.

There you have a cross-section of the man who will walk into the troubled waters of the FCC after he is confirmed by the Senate. With Senator Lister Hill, a member of the Interstate Commerce Committee handling the Thompson nomination, confirmation may be expected with little delay.

MORE THAN 80,000 visitors have made the Radio City television tour since NBC established the exhibit Sept. 1, 1938, according to figures released by the NBC guest relations division.

"Careful, Chief—You're on the Air!" Drawn for BROADCASTING by Sid Hix

FCC Lauds Sykes For Long Record

Resolution of Tribute Placed On Minutes By Commission

A RESOLUTION lauding Judge E. O. Sykes upon termination of his 12 years as a Commissioner to enter private practice of law in Washington was adopted March 27 by the FCC. The action came coincident with the receipt from President Roosevelt by Judge Sykes of a letter accepting his resignation as a member of the FCC, effective April 5.

In writing Judge Sykes, the President said that he wanted to "assure you of my appreciation of your long service on the Commission and to extend to you my best wishes for your future success."

The FCC resolution was offered by Commissioner Case, seconded by Chairman McNinch and adopted unanimously. The commissioners ordered it spread upon the minutes of the Commission "as a token of the esteem wherein the retiring member is held by his colleagues."

Joins Law Firm

Judge Sykes will join the law firm of Paul D. P. Spearman, former FCC general counsel and fellow Mississippian, engaging in Washington practice and specializing in radio and communications. Other members of the firm are former Senator Hubert Stephens of Mississippi and Frank Roberson, former assistant general counsel of the FCC.

Judge Sykes had submitted his resignation March 10 requesting that it become effective at the end of the month. President Roosevelt, however, in accepting the resignation, advanced the date to April 5, presumably desiring to procure confirmation of Frederick I. Thompson as the new commissioner prior to Judge Sykes' actual departure.

The text of the resolution adopted by the FCC follows:

WHEREAS, Judge Eugene O. Sykes has tendered his resignation as a member of the FCC thus voluntarily terminating an honorable and continuous service in that body since its organization in July, 1934; and

WHEREAS, he was the first chairman of the FCC and brought to the regulation of the communications industry a wealth of valuable experience already gained as a member and chairman of the Federal Radio Commission, to which he was appointed in 1927, and on which he served until the formation of the present regulatory body, making a total tenure of office as a Commissioner of 12 years; and

WHEREAS, throughout his incumbency he has unremittingly and unsparingly devoted himself to the duties of his office, applying to its conduct the exercise of a calm judicial temperament and the powers of a keen analytical mind trained in the school of jurisprudence; and

WHEREAS, the stabilizing quality of his influence in the deliberations of this Commission, coupled with his conspicuous ability to grasp the essential elements of the quesiton at issue, often proved the determining factor in arriving at an equitable solution of perplexing problems; now be it

RESOLVED: That the members of the FCC fully conscious of the loss which this body sustains in Judge Sykes' retirement from its councils, as a unit herewith place themselves on record as sincerely regretful of his determination to withdraw from their wholly agreeable personal and official relationships with him as a member of this body, and convey to him in all cordiality and sincerity their assurance of the hope that the friendships cemented during their association with him may endure, and that he may be altogether happy in the successful prosecution of any enterprise to which he may devote his talents; and, be it further

RESOLVED: That this expression of goodwill and sentiment be spread upon the minutes of this Commission as a token of the esteem wherein the retiring member is held by his colleagues.

Treaty Allocations Seen by September

Mexican Approval to Clear Way for Quick Action on Pact Affecting Most All Stations; Yearly Licenses Certain

AFTER MORE than a year of delay, the way has about been cleared for new allocations of broadcast stations on the North American Continent, with the transition planned within six months, or by September.

Mexico's long-awaited approval of the North American Broadcasting Agreement by administrative action—the last remaining obstacle—was seen after deliberations of the Mexican cabinet, and the State Department expected final word momentarily. Plans already have been made for speedy cooperative steps by the United States, Canada and Cuba, toward fixing an effective date, tentatively set for September.

Simultaneously the FCC special committee on rules and regulations moved toward promulgation of the new allocations by releasing Part II of its report proposing new broadcasting rules and also encompassing actual frequency shifts which affect the majority of the 750 stations in this country.

Yearly Licenses Seen

One thing appeared certain—existing licenses for broadcast stations will be extended from six months to one year coincident with the effectuation of the reallocation. Recommended by the FCC committee and long sought by the industry, there appears to be general agreement on the FCC for the longer tenure. Chairman McNinch, who has been a hold-out, stated March 18 he believed the one-year license could come with the treaty.

Mexican approval was seen after the Mexican Senate last October had declined to ratify the treaty on the ground that it was not in the best interests of its nationals. Subsequently, new deliberations were begun by this country with Mexican officials for administrative ratification, which is provided for within the treaty terms in lieu of actual legislative ratification. This crystallized after President Cardenas and Melquiades Angulo, recently appointed Minister of Communications, had discussed the matter and concluded that the treaty provisions should be invoked. The formal word of approval has been delayed by Senor Angulo's illness.

While the treaty specifies that it shall become effective one year after three of the primary signatory nations have ratified it and the fourth signifies its intention of so doing, it has been tacitly agreed that every effort will be made to make the terms effective within six months, or in September. The formality of notifying Cuba, as the host nation, of the assignments to be made in each country can be handled quickly, it was pointed out, and the modus operandi changed from formal treaty form to administrative agreement until such time as the Mexican Senate may formally ratify. This would fulfill the requirements of the agreement, it was stated.

Providing for a reallocation of the 106 channels in the broadcast band from 550-1600 kc. among the nations of the continent, the treaty will invoke the first reallocation in this country since 1928. At that time the assignments of the some 600 stations were changed to conform with the then existing allocation principles.

The reallocation involved in the new treaty, however, while drastic in that practically all stations will change actual frequency assignment, nevertheless does not disturb the relative position of stations, although classifications generally are changed [BROADCASTING Feb. 1; 1939 BROADCASTING Yearbook Number, page 310].

Regular Procedure

Commissioner T. A. M. Craven, chairman of the American delegation to the Havana Conference held in December 1937, declared March 27 he thought it would be possible, if no serious complications result, to make the allocations effective by Sept. 1.

The Commission, of course, he pointed out, must follow the customary procedure in promulgating the new rules and regulations, encompassing the change in frequency assignments, in permitting exceptions to be filed to them, in hearing oral arguments before the full Commission before it acts on his committee's report and finally in holding individual hearings where demanded by aggrieved licensees.

Despite this necessary routine, he said the changes might be effected within that time. Canada and the United States already have entered an agreement respecting their use of shared channels. [BROADCASTING, March 1]. It is still necessary to work out such arrangements with Mexico and Cuba but it was felt this could be accomplished without undue delay.

Under the terms of the agreement and the proposed rules and regulations, existence of all stations in this country is assured, with provisions also made for many improvements in assignments. For example, a substantial number of the time-sharing stations procure fulltime by virtue of reduction in the number of clear channel assignments and revision of station categories from three to six general classifications.

In most instances, stations are to be shifted from 10 to 30 kc. within the band 550-1600 kc. This was necessary as a means of accommodating stations in Mexico and Cuba as well as Canada. The present three-station classifications of clear, regional and local will be supplanted by a six-class structure, with duplication provided on all save the 25 Class I stations.

The agreements designated 59 of the 106 channels in the band as clear; 41 as regional and six as local. Mutual use of regionals and locals among the nations is prescribed according to engineering specifications agreed to as part of the treaty, and developed largely by the FCC. These were concurred in at a preliminary conference on engineering in Havana two years ago and before the formal treaty conference.

In the clear channel category the treaty provides that the United States shall have accommodations for 63 stations (both exclusive and duplicated); Mexico, 15; Canada, 14; Cuba, 5 and Newfoundland, Dominican Republic and Haiti, one each.

Introduction of the reallocation on a continent-wide basis will mark the first time that Mexico and Cuba have been parties to distribution of frequencies available to the Continent. Heretofore only Canada and the United States have had regional agreements designated to eliminate interference and scientifically allocate stations. Mexico and Cuba on the other hand, have operated on "mid-channels" or in any fashion they liked, resulting in many instances in serious interference.

Border Stations

One of the most serious problems involved in negotiating the treaty provision with Mexico was the fate of so-called border stations, such as those operated by Dr. John R. Brinkley and Norman T. Baker, deposed American broadcasters. Using high power, these stations at present are operating in Mexico adjacent to the American line with directive antennas designed to serve American listeners.

Under the terms of the treaty, no specific mention of these stations is made but the treaty provides that allocation of facilities shall be based on service to the nationals residing in the particular country. That would tend automatically to eliminate border stations of any great power, since the treaty also prescribes that channels allocated to Mexico capable of accommodating high-power stations with one exception, shall be in the interior of the country, with the locations specified.

While American broadcasters, for the most part, know what their new assignments will be under the Havana Treaty by virtue of announcements already made by the FCC, there are some 40 or 50 assignments to new frequencies which have never been disclosed. These

(*Continued on Page 76*)

TARZAN CAUGHT IN THE ACT,

KGHL Flashed Tip That Killer Was Robbing Bank

—KLZ First to Interview Boy Hero—

KGHL, Billings, Mont., claims a scoop for its broadcast of the death of Earl (Tarzan) Durand, fugitive Wyoming killer, when he emerged from his mountain hideout March 24 to rob the First National Bank of Powell, Wyo.

Receiving a call from an unidentified Powell citizen, who recognized Durand, saying that "the bank in Powell is being robbed—broadcast it," KGHL checked quickly, decided the tip was hot, since all law enforcement officers were in the mountains 50 miles away, and at 1:32 p. m. flashed the news. At 1:45 the bandit-killer stepped into the street and was shot, reports Ed Yokum, KGHL manager.

Within two minutes after Durand was dead another flash was broadcast, and a few minutes later KGHL presented interviews with Robert Nelson, president of the bank, and Harry Moore, a short-wave operator who had been kidnapped by Durand on his way to the town.

Oliver W. Stedman, county attorney of Park County, praised the station in a letter: "Your broadcast of the bank robbery was amazing in its speed and enabled us to save lives and to have armed men at the bank when Durand attempted to leave. Everyone in Powell has been armed to the teeth for weeks, so there was no difficulty in getting armed men to the scene." The station management credited the rapid coverage largely to the work of Ed Cooney, chief announcer, and Virginia Braunberger, traffic manager, who, once the story was breaking, used all the station's trunks to keep lines open into Powell for interviews and checks. KGHL previously during the manhunt had broadcast 164 special flashes for Park County authorities. Eleven persons now claim to be the first to tip off the station, and KGHL declares "a healthy bonus is waiting when the right one is found."

* * *

TIPTON COX, 17-year-old school boy of Powell, Wyo., was whisked away to a secret hiding place by a KLZ newsman March 24 a few minutes after he had fired the bullet which brought down Earl Durand, Wyoming's "Tarzan of the Tetons", and later flown to Denver in a plane chartered through arrangements made by Fred D. Fleming, KLZ news editor, and Charles Inglis, special events man, where he was interviewed for broadcast by KLZ and KVOR, affiliated outlet at Colorado Springs.

After this exclusive appearance, his first turn at the microphone, young Cox granted interviews to other agencies, according to KLZ. Accompanied by Inglis, he arrived in New York March 27 to participate on the March 28 *We The People* show.

General Mills Baseball on 67 Stations

Regional Meetings With Announcers Planned Before Opening

GENERAL MILLS, Minneapolis, in cooperation with B. F. Goodrich Co., Akron (tires) and Socony-Vacuum Oil Co., New York, will sponsor professional baseball on at least 67 stations during the season, according to a schedule just prepared. Before the championship season actually gets under way the sponsors may announce additional stations.

While the station list is a shade smaller than last year, General Mills is expected to spend a considerably larger sum than the 1938 figure of a million dollars because of the addition of the three New York City big league teams to the schedule. Socony and Goodrich are expected to spend perhaps a half-million dollars on baseball, alternating sponsorship of games with General Mills. Procter & Gamble, which tested baseball on two stations last year, will share the New York City games with General Mills and Socony, and Atlantic Refining [BROADCASTING, March 15] will share games with General Mills in Pittsburgh, Baltimore and Albany. In addition P & G will air Oklahoma City games on KOCY with General Mills.

Regional Meetings

The annual Chicago training school for General Mills baseball announcers has been called off because it was deemed impracticable to assemble all of the announcers at one place. Instead General Mills and its cooperating sponsors will hold regional meetings in Cincinnati, Dallas, Atlanta and New York. In charge of regional meetings will be Jim Kelly at Cincinnati; Robert Devany at Dallas; Mark Forgette at Atlanta, and Brad Robinson at New York. Knox-Reeves, Minneapolis, the General Mills agency, will direct the meeting.

In southern cities the meetings will be held the week of April 3, because the season starts earlier. The New York session is scheduled April 15.

On the West Coast, a regional training session was held March 25-26 (see article in adjoining column).

All General Mills games will promote Wheaties this year. Only merchandising planned to date covers the customary tie-ins such as window streamers, counter cards and ball-park stunts.

Special sports programs and stunts are being arranged all over the country, with resumes and scores being sold by a large number of stations.

General Mills on March 24 started sponsorship of 10 spring training exhibition baseball games on WIND, Gary, Ind. Broadcast by telegraphic reports, the play-by-play are handled by Russ Hodges with Pat Flanagan of WBBM, Chicago, as guest announcer. Russ Hodges was scheduled for *Baseball Pre-Views*, 15-minutes preceding each game under sponsorship of Milwaukee Ave. Motor Sales, Chicago. Knox-Reeves, Minneapolis, is agency for General Mills; Harold I. Collen Adv., Chicago, handles the motor sales account.

FAMED athletes are joining the ranks of baseball broadcasters. Here Frankie Frisch (left photo, center) is congratulated by Mayor Maurice J. Tobin of Boston for signing a contract to broadcast Boston Bees and Red Sox games on WAAB and Colonial Network under sponsorship every other day by Atlantic Refining Co. John Shepard 3d, Yankee president, joins in greeting Frisch. Mr. Shepard himself broadcast play-by-play on WNAC back in 1924. Frisch will also do an evening highlight program on Yankee. Arch McDonald (at left in right photo), Washington announcer who recently was picked to broadcast New York Yankee-Giant games on WABC, says goodbye at a CBS Washington party to Walter Johnson, the Old Train of baseball fame, who succeeds Arch as baseball announcer on WJSV, CBS Washington key station.

WBBM, Chicago, during March broadcast a series of baseball training camp gossip shows featuring Charley Grimm. The special broadcasts were transcribed at the Cubs training camp on Catalina Island and the Sox camp in Pasadena under the direction of Fox Case, CBS director of public relations on the Pacific Coast.

WGN, Chicago, announces three sponsored programs during the baseball season. On April 11, B. F. Goodrich Co., Akron, starts *Bob Elson's Sports Review*, Tuesday, Thursday, Saturday, 6:30-6:45 p. m. for 26 weeks. Andy Lotshaw Co., Chicago (chemicals), will sponsor *The Lead-Off Man*, an interview series for the first 10 minutes preceding all single games and between double header games, and 15 minutes between 2:45-3 p. m. on non-baseball days during the 1939 season. Ruthrauff & Ryan, Chicago, is agency for Goodrich. Neisser-Meyerhoff, Chicago, handles the Lotshaw account. P. Lorillard Co. (Old Golds), will sponsor all games of the Chicago Cubs and White Sox on WGN [BROADCASTING, Feb. 15].

Cincinnati Sponsorship

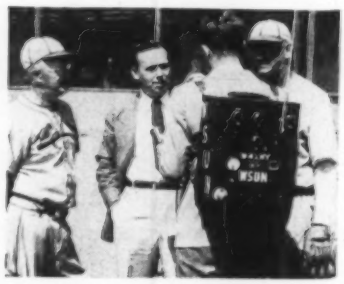
WCKY, Cincinnati, is using the slogan "First on the air with complete scores", on behalf of its resumes sponsored by Sears-Roebuck, Cincinnati, with Rex Davis as announcer. Frederic W. Ziv, Cincinnati, placed the account.

Goodrich is merchandising its Cincinnati *Baseball Revune* dinner-hour quarter-hour resume of scores on WSAI, by distributing 50,000 schedules of Reds' games through stores and dealers. Car cards, movie trailers and window cards have been placed in 800 trolleys and buses, a dozen theatres, and many store windows, respectively. An audience participation contest is planned later as well as a Quiz Box in which answers to baseball questions will be submitted to umpires. Dick Bray, an official Big Ten basketball and football referee, is announcing the Revue and along with Roger Baker will handle play-by-play of Reds games for Rubel Baking Co.

Dodge and Plymouth auto dealers in Cincinnati on April 3 start sponsorship of nightly sports broadcasts by Allen Stout on WKRC.

Socony-Vacuum sponsored a series of Cleveland Indians training programs from New Orleans, announced by Jack Graney and Pinky Hunter on WHK-WCLE. P. Lorillard & Co. will sponsor Graney nightly through the season, with Radio Adv. Corp. as agency. Lubeck Beer Co. will sponsor Hunter on WCLE. Another new WCLE sports show is Spotlight on Sports, sponsored by Marsh Wheeling Stogies, with Guy Wallace as announcer.

WMCA, New York, is aiming at the listener who wants something besides baseball in the afternoon with *World's Fair-est Music*, program of recorded popular music interspersed with chatter from Johnnie Prentiss. Program, heard daily from 3 p. m. to 4:30 p. m., started March 20 and will continue through the baseball season.



IN THE Sunny South, big league ball players find their spring training provides program fodder for stations. Loaded with pack transmitter, Bob Wilbur, program director of WSUN, St. Petersburg, interviews Clyde Wares (left) and Mike Gonzales (right), St. Louis Cardinals coaches, with Leo Ward, club secretary, adding some business data.

Poll conducted in connection with *The People's Rally* Sunday afternoon broadcasts on MBS to give fans a chance to name their candidates for being pictured on the baseball centennial stamp to date puts Abner Doubleday, inventor of modern baseball, in first place, with Christy Mathewson second and John J. McGraw third. A separate poll of sports editors puts Mathewson first, Doubleday second and McGraw third.

The General Mills, Socony-Vacuum and Goodrich schedule as BROADCASTING went to press was as follows (station, city, announcer, sponsorship, team, league, games to be broadcast):

EASTERN DIVISION

WABY, WOKO, Albany (WABY, weekdays, WOKO, Sundays)—General Mills ½, Atlantic Refining ½; Senators (Eastern League) home and away except Sunday and holiday games.

WCBM, Baltimore—General Mills ½; Atlantic Refining ½; Orioles (International) home and out-of-town games, except home games on Sundays and holidays.

WGR and/or WKBW, Buffalo—Ralph G. Hubbell; General Mills ½, Goodrich ½; Bisons (International) home and out-of-town games except home games Sundays and holidays.

WABC, New York—Arch McDonald; Socony Vacuum ½, General Mills ¼, Procter & Gamble ¼, Yankees (American League) and Giants (National League) home games and some Yankees and Gian tout-of-town games when neither team is playing at home. No home Sunday games.

WOR (supplemented by WHN) New York—Red Barber; same as for Yankees and Giants broadcasts; Brooklyn Dodgers (National League) home and out-of-town games.

WCAU, Philadelphia—Bill Dyer; General Mills ½, Socony-Vacuum ½; Phillies (National League) and Athletics (American League) home games.

KDKA (supplemented by WWSW), Pittsburgh—Rosey Rowswell; General Mills ½, Atlantic Refining ½; Pirates (National League); home and away games except home Sundays and holidays.

WHAM, Rochester — Harry McTigue; General Mills ½, Socony-Vacuum ½; Red Wings (International) home and out-of-town games except home games Sundays and holidays.

WJSV, Washington—Walter Johnson; Nationals (American League) home and out-of-town games except home games Sundays and holidays.

CENTRAL DIVISION

WJW, Akron—Bill Griffiths; General Mills ½, Socony-Vacuum ½; (Middle Atlantic League) home and out-of-town games except home games Sundays and holidays.

WAPO, Chattanooga — Thomas Noble; General Mills ½; Goodrich ½; Lookouts (Southern Assn.) home and out-of-town games, except first home game and home games Sundays and holidays.

WBBM, Chicago—Pat Flanagan and John Harrington; General Mills ½, Socony Vacuum ½; Cubs (National League) and White Sox (American League) home games and other major league games when neither team is playing at home.

WSAI, Cincinnati, (synchronized with WHIO, Dayton)—Roger Baker; General Mills ½, Socony-Vacuum ½; Reds (National League) home and out-of-town games, except home games Sundays and holidays and three home night games.

WCPO, Cincinnati — Harry Hartman; (same games as WSAI, with alternated sponsorship).

WCLE, Cleveland—Jack Graney; General Mills ½, Socony-Vacuum ½; Indians (American League) home and out-of-town games, except home games Sundays and holidays.

WBNS, Columbus—Johnny Neblett; General Mills ½, Socony-Vacuum ½; Red Birds (American Assn.) home and out-of-town games, except first home game and home games Sundays and holidays.

WHO, Des Moines—Bill Brown; General Mills alone; Western Union reports of

Major League games reconstructed within 45 minutes daily, except Sunday when resume is 30 minutes.

WWJ, Detroit—Ty Tyson; Michigan Network—WBCM, Bay City; WJIM, Lansing; WFDF, Flint; WELL, Battle Creek; WKZO, Kalamazoo; WIBM, Jackson; WOOD, Grand Rapids, Harry Heilmann—General Mills ½, Socony-Vacuum, ½; Tigers (American League) home and out-of-town games except home games Sundays and holidays.

KDAL, Duluth—Bill Harrington; General Mills ½, Goodrich ½; Dukes (Northern League) home and out-of-town games.

KFJM, Grand Forks, Neb.—Elmer Hanson; General Mills, half of schedule; Chiefs (Northern League).

WIRE, Indianapolis—Vic Lund; General Mills ½, Socony-Vacuum ½; Indians (American Assn.) home and out-of-town games, except first home game and home games Sundays and holidays.

KMBC, Kansas City (supplemented by KCKN when former has commitments)—Walt Lochman; General Mills ½, Socony-Vacuum ½; Blues (American Assn.) home and out-of-town games except home games Sundays and holidays and first home game.

WNOX, Knoxville — Lowell Blanchard; General Mills alone; Smokies (Southern Assn.) home and out-of-town games, except first home games and home games Sundays and holidays.

WHAS, Louisville—George Walsh; General Mills ½, Socony-Vacuum ½; Colonels (American Assn.) home and out-of-town games except first home game and home games Sundays and holidays.

WISN, Milwaukee—Allen Hale; General Mills ½, Wadhams Oil Co. (Socony-Vacuum) ½; Brewers (American Assn.) home and out-of-town games, except first home game and home games Sundays and holidays.

WCCO, Minneapolis (supplemented by WMIN)—Eddie Gallaher; General Mills ½, Socony-Vacuum ½; Millers (American Assn.) home and out-of-town games, except first home game and home games Sundays and holidays.

WLAC, Nashville — Herman Grizzard; General Mills ½, Goodrich ½; Vols (Southern Assn.) home and out-of-town games except first home game and home games Sunday and holidays.

WTAD, Quincy—General Mills alone; all Major League games available from St. Louis (home games of Cardinals and Browns, Sunday games not available).

KMOX, St. Louis—France Laux and assistant; General Mills ½, Socony-Vacuum ½; Cardinals (National League), Browns (American League) home games, except Sundays and holidays, other major league out-of-town games when neither team is at home.

WTCN, St. Paul—George Higgins; General Mills ½, Socony-Vacuum ½; Saints (American Assn.) home and out-of-town games, except first home game and home games Sundays and holidays.

WSPD, Toledo—Connie Desmond; General Mills ½, Socony-Vacuum ½; Mud Hens (American Assn.) home and most out-of-town games, except first home game and home games Sundays and holidays (minimum of 100 games).

SOUTHWESTERN DIVISION

WRR, Dallas—Charlie Jordan and assistant; General Mills ½, Coca Cola Bottling Co. of Dallas ½; Steers (Texas League) home and out-of-town games.

KFJZ, Fort Worth—Zach Hurt; General Mills alone; Cats (Texas League) home and out-of-town games.

WDSU, New Orleans—Roger Phillips; General Mills ½, Goodrich ½; Pelicans (Southern Assn.) home and out-of-town games, except first home game and home games Sundays and Holidays.

KOCY, Oklahoma City — Ted Andrews; General Mills ½, Procter & Gamble ½; Indians (Texas League) home and out-of-town games, except home games Sundays and holidays.

KFDM, Beaumont—General Mills, on alternate game basis, Coca Cola or a local utility may be co-sponsor; Exporters (Texas League) home and out-of-town games, except Sundays and holidays.

KABC, San Antonio—Dave Young; General Mills ½, Goodrich ½; Missions (Texas League) home and out-of-town games.

KWKH, Shreveport, La.—Jerry Bozeman; General Mills, 60 games of Shreveport team.

KTUL, Tulsa—Victor Rugh; General Mills ½, Goodrich ½; Oilers (Texas League) home and out-of-town games.

SOUTHEASTERN DIVISION

WAGA, Atlanta—Joe Hill; General Mills ½, Goodrich ½; Crackers (Southern Assn.) home and out-of-town games, except first home game and home games Sundays and holidays.

WSGN, Birmingham—Bill Terry; General Mills ½, Goodrich ½; Barons (Southern Assn.) home and out-of-town games, except first home game and home games Sundays and holidays.

WRBL, Columbus—Jack Gigney; General Mills ½, Goodrich ½; Red Birds (South Atlantic League) home and out-of-town games, except home games Sundays and holidays.

WMBR, Jacksonville — Jack Rathbun; General Mills ½, Goodrich ½; Tars (South Atlantic League) home and out-of-town games.

WALA, Mobile—General Mills ½, Goodrich ½; Chippers (Southeastern League) play-by-play reports of all away games and 15-minute resumes immediately after home games.

WESTERN DIVISION

KVOS, Bellingham—General Mills ½, Goodrich ½; Chinooks (Western International League) home and out-of-town games, excluding home games Sundays.

KLZ, Denver—Jack Fitzpatrick; General Mills ½, Goodrich ½; Major League games, probably Tuesday through Saturday.

KROW, Oakland—Dean Maddox; General Mills ½, Goodrich ½; Oaks (Pacific Coast League) home and out-of-town games, home Sundays and holidays uncertain.

KEX, Portland — Rollie Truitt; General Mills ½, Goodrich ½; Beavers (Pacific Coast League) home and out-of-town games excluding home games Sundays.

KGO, San Francisco—Ernie Smith; General Mills ½, Goodrich ½; Seals (Pacific Coast League) home and out-of-town games, excluding home games Sundays.

KJR, Seattle—Leo Lassen; General Mills ½, Goodrich ½; Rainiers (Pacific Coast League) home and out-of-town games, perhaps excluding home games Sundays.

KGA, Spokane — Pat Hayes; General Mills ½, Goodrich ½; Hawks (Western International League) home and out-of-town games, excluding home games Sundays.

KMO, Tacoma — Jerry Geehan; General Mills ½, Goodrich ½; Tigers (Western International League) home and out-of-town games, excluding home games Sundays.

KPQ, Wenatchee — General Mills ½, Goodrich ½; Chiefs (Western International League) home and out-of-town games, excluding home games Sundays.

KIT, Yakima—Art Cheyne; General Mills ½, Goodrich ½; Pippins (Western International League) home and out-of-town games, excluding home games Sundays.

IOWA-SOUTH DAKOTA-NEBRASKA NET

KFAB, Lincoln; KRNT, Des Moines, alternate as originating station and feed reports to WNAX, Yankton, and KMA, Shenandoah—Harry Johnson and Gene Shumate; Johnson on KFAB and Shumate on KRNT. General Mills 2/3, Socony-Vacuum 1/3; telegraphic reports of the St. Louis Cardinals home and out-of-town games and other Major League games daily except Sunday.

General Mills, Goodrich Hold Baseball Session on the Coast

Merchandising Plans for Season Are Announced As Sponsors Prepare for 12-Station Drive

By J. CLARENCE MYERS

GENERAL MILLS and B. F. Goodrich Rubber Co. will jointly sponsor baseball over 12 Pacific Coast and Western stations this season, increasing the list by the addition of KNX, Hollywood with consequent added cost over their 1938 expenditure.

All games of the Pacific Coast League, home and away, in California and Oregon will be broadcast as will the games of the Western International League in Washington. KLZ, Denver, will re-create National League games. Pacific Coast league games started April 1.

General Mills and Goodrich held an announcers' conference March 25-26 in the Hotel Sir Francis Drake in San Francisco at which every detail of the mechanical end of the baseball broadcasts was covered. The meetings were presided over by R. W. Stafford, general manager of Westco Adv. Agency, General Mills Coast agency.

Informal Discussions

The meetings were devoted more to roundtable discussions of the problems at hand, rather than the appearance of any particular speakers. Among the General Mills executives present were E. A. Parker, vice-president of the western division of General Mills; Jack Mitchell, grocery products manager; Joseph Chez, promotion manager; and A. Anderson of the General Mills Minneapolis office.

Goodrich executives present included: H. H. Knudsen, Pacific Coast advertising manager; R. J. Loomis, San Francisco district manager; E. L. Osselin, San Francisco sales supervisor; F. J. McCammon, San Francisco petroleum sales representative; Dave Elliott, San Francisco Goodrich stores manager. Also present were Charles Perrine, San Francisco manager of Ruthrauff & Ryan, which handles the Goodrich account; Jack Palmer, baseball representative for Westco, and Art Gleeson, Northwest baseball representative for Westco.

Baseball announcers who attended the conference were Ernie Smith, KGO; Dean Maddox, KROW; Leo Lassen, KJR; Rollie Truitt, KEX; Mike Frankovitch, KFAC and Jack Fitzpatrick, KLZ. The announcer for KNX had not been selected as BROADCASTING went to press.

Conference at Tacoma

General Mills and Goodrich will hold a similar announcers' conference at Tacoma, Wash. April 16 for sportscasters who will describe the Western International League games, which do not start until April 27. Mr. Gleeson of Westco will preside.

One of the highlights of the San Francisco conference was an actual broadcast by the announcers present of the exhibition game at the San Francisco Seals Stadium between the Pittsburgh Pirates and the Seals, on Saturday, March 25. Each announcer broadcast a couple of innings, with their descriptions being transcribed as well as going on the air. Two other announcers gave their version of the game by wire recreation, which likewise was transcribed.

PLANS for Goodrich-General Mills baseball broadcasts occupied R. W. Stafford (left), general manager of the General Mills agency, Westco Adv. Agency, and H. H. Knudsen, Pacific Coast advertising manager of B. F. Goodrich Rubber Co., at San Francisco baseball session.

On the same evening the entire conference listened to the transcriptions and gave constructive criticism on the announcers' work. The recordings were discussed on the basis of the dyed-in-the-wool fan; the luke warm fan, and the new listener.

Policy on Commercials

General Mills will promote Wheaties exclusively during the baseball broadcasts and Goodrich will stress copy on its tires, tubes and batteries. It was decided that only four formal commercials will be used during an entire ball game with the announcer permitted to ad lib briefs on the product at any time, using his own discretion.

Mr. Stafford and Mr. Knudsen opened the conference on the morning of March 25 by reviewing the basic formula of a three-way partnership—the baseball club, the station, and the sponsor—and outlined what is expected of each. The afternoon was spent in broadcasting the exhibition game between

(*Continued on page 87*)

AGENCY, sponsor and announcer groups talked baseball for two days at the General Mills-Goodrich conference in San Francisco March 25-26, preparatory to the opening of West Coast baseball. Front row (l to r): Jack Fitzpatrick, KLZ, Denver; Rollie Truitt, KEX, Portland; Ernie Smith, KGO, San Francisco; Mike Frankovitch, KFAC, Los Angeles; Rube Wood, Goodrich. Back row: Leo Lassen, KJR, Seattle; H. H. Knudsen, Goodrich Pacific Coast advertising manager; Bill Herin; E. L. Osselin, Goodrich sales supervisor; Dick Tyce; Dean Maddox, KROW.

XUM

CBS-WBS Deal Nearly Complete

Auditors Completing Work of Examining the Records

CONTRACT by which CBS will formally acquire principal ownership of World Broadcasting System was expected to be signed about April 1. The work of the auditors, who since announcement of the network's intention to take over the transcription company was made on Feb. 16 have been examining WBS records and contracts, is all but completed and barring some last minute contingency the deal will be consummated shortly.

For the present, CBS is making no statements regarding future policies or changes that may be made in WBS operations. As previously announced, the recording company will be operated as a separate subsidiary of CBS, with Percy L. Deutsch remaining as president under a three-year contract while retaining a substantial stock interest. Recording of phonograph records for release under the labels of the American Record Corp. and its subsidiaries, including the "Columbia" trade name, has already been transferred to the World plant. One of the chief reasons for the CBS acquisition of WBS was to obtain modern recording studios and equipment for American Record Corp., which was acquired by CBS in December.

Fate of Gold Group

A major question in the minds of industry observers has been the fate of the World Transcription System, or "Gold Group", organized by Mr. Deutsch last fall to give advertisers using transcriptions the advantages of single ordering and billing and the absorption of mechanical costs which had previously been enjoyed only by network advertisers. Because WBS has continued to add stations to this group and promote it, the assumption is that it will be continued on its present basis, at least temporarily.

Details of World's procedure in making transcriptions of network program of CBS clients, and whether it will continue to compete for spot business of non-network advertisers, are other questions as yet unanswered.

Brinkley Loses Suit

A VERDICT in favor of Dr. Morris Fishbein, editor of the *American Medical Association Journal*, was returned March 29 by a Federal jury in Del Rio, Tex., in the $250,000 libel suit brought against him by Dr. John R. Brinkley, operator of the Mexican border station XER at Villa Acuna, and former operator of KFKB, Milford, Kans. Dr. Brinkley charged he had been damaged by an article written by Dr. Fishbein and, according to reports from Del Rio indicated he would appeal the decision.

Philco Shows Video

DEMONSTRATIONS of Philco's portable television transmitter which has been shown to its dealers at New York and Miami [BROADCASTING, March 1] were conducted at the Raleigh Hotel, Washington, March 29 with local notables in attendance.

Sheaf of Statistical Exhibits Presented By FCC to Show Network Operations

STATISTICAL exhibits, designed to offset the voluminous testimony offered by the major networks during the FCC Network Inquiry, were introduced in evidence before the FCC Network Inquiry Committee March 29 and 30 by DeQuincy V. Sutton, FCC head accountant, to open the Commission's "rebuttal" testimony.

Offering a sheaf of two dozen exhibits dealing with network operations, Mr. Sutton was subjected to cross-fire of a battery of respondent attorneys, who consistently raised the question of relevancy in connection with the major offerings. The FCC presentation was directed by S. King Funkhouser, special counsel, with the networks represented by P. J. Hennessey Jr. for NBC; John J. Burns, former general counsel of Securities & Exchange Commission and Paul A. Porter, for CBS; Louis G. Caldwell for MBS, and Horace L. Lohnes for Westinghouse stations.

Strong objection was voiced to the admission of an exhibit showing rates of the metropolitan afternoon daily newspaper with the largest circulation compared to the combined rates of the major network affiliates in corresponding cities. After a heated colloquy, in which committe members and counsel participated, Acting Chairman Walker admitted the questioned exhibit. Commissioner Brown, however, said he agreed in the objection while Judge Sykes went on record with the observation that the exhibit was not conclusive, since it showed only one newspaper as against four stations in the same cities and that since the Commission cannot regulate the rates of broadcasting stations because they are not common carriers he felt the question of rates had nothing to do with the hearing.

Viewed as Objectionable

The exhibit showed that the newspaper one-time full-page rate in these cities aggregated $19,200 whereas the total aggregate one-time rate of the network outlets in generally corresponding cities totaled $17,312.

Mr. Sutton, under examination, said the only purpose of the exhibit was to afford comparable data and that no particular conclusions could be drawn from it. He said it was not the Commission's intent to show the disparity in newspaper vs. network station rates with the idea of "increasing radio rates".

Mr. Burns observed that the exhibit, as admitted, might be "fished out" and used unfairly for competitive sales purposes. Mr. Hennessey said he felt it should be stricken not only for that reason but also because there is no possibility of any advertiser using four stations in any city simultaneously and because network broadcasting is essentially national whereas no such claim is made for individual newspaper circulation.

Mr. Sutton explained that the various network exhibits generally were computed from information procured by the FCC rather than from testimony adduced during the network presentations. The exhibits covered such factors as locations of basic network stations, as shown on maps; time and revenue relations between stations and networks in 1937; commercial and sustaining program use during 1937; optioned hours; relative compensation to comparable outlet stations paid by networks for 1937; comparisons of network rates and station revenues; comparative use of network outlets by the networks. Much of the rate data, Mr. Sutton said, was procured from Standard Rate & Data and from the BROADCASTING *1938 Yearbook*.

Apparently designed to show the degree of discrimination in rates paid affiliates by certain networks was a group of the exhibits which did not identify stations or locations but simply used "code" designations for them. For example, one exhibit, dealing with CBS basic stations, showed that one station of a particular class in a particular city received in 1937 approximately $586,000 in network compensation for 3,700 total network basic hours as against an income of $210,000 for another station in a similar market with similar facilities which broadcast about 3,000 hours.

Studebaker Picks 63

STUDEBAKER Corp., South Bend, Ind., placing a series of disc programs nationwide to introduce its new Champion low-price model, had selected 63 stations as BROADCASTING went to press. The drive is part of the company's $1,500,000 promotion campaign for the new car. Through Roche, Williams & Cunnyngham, Chicago, Studebaker agency, the following stations had been selected by March 30:

KYW WCAU WMAQ WGN KOA WICC WTIC WRC WQAM WSB WMBD WIRE WSBT WHO KFNF WHAS WWL KWKH WFBR WNAC WMAS WTAG WWJ WOOD WEBC WCCO KMOX WOW WTMJ WABY WBEN WOR WHAM WFBL WABC WLW WTAM WBNS WSPD WKY KVOO WCAE WBRE KMBC KOY KFI WJAR WMC WSM WFAA KPRC WOAI WMBG WCHS WWVA WTMJ KFBK KVI KFSD KPO KGW KOMO KHQ.

WCCO, Minneapolis, has ordered a new antenna from Lehigh Structural Steel Co. and expects to have it installed within the next month. Antenna is a 640-foot uniform cross-section vertical radiator, according to J. F. Neary, Lehigh manager.

Ballard Uses 8

BALLARD & BALLARD Co., Louisville (Oven-Ready Biscuits), on March 17 started two quarter-hour weekly transcriptions featuring *Smiling Ed McConnell* on stations KWK, WMC, WSB, WBRC, WAVE and WSM, Fridays and Saturdays, 10-10:15 a. m. The program is repeated on Fridays only on WLW at 1:30-1:45 p. m., while WLW and WSMB are added to the regular Saturday broadcast. Henri, Hurst & McDonald, Chicago, handles the account.

Baume Bengue Extends

THOMAS LEEMING & Co., New York (Baume Bengue), is extending for another month its campaign of 6 to 12 spot announcements weekly on 26 stations throughout the country, because of unsettled weather conditions. A seasonal campaign, the spots are usually discontinued at this time with warmer weather approaching. Wm. Esty & Co., New York, handles the account.

Wasn't There

WFAA, Dallas, helped to prove somebody a liar the other day. Accused of doing something else the night of Aug. 30, 1937, a witness in a local trial said he was listening to *Amos 'n' Andy* on WFAA. The opposition lawyer was smarter than the witness, however, because he checked with the station. Station records revealed that, due to a broadcast of the Louis-Farr 15-round fight broadcast on that night, *Amos 'n' Andy* were not on WFAA.

BORDER STATION IS REPORTED SOLD

PURCHASE of a controlling interest in XEAW, Reynosa, Mexico, across the border from McAllen, Tex., was announced March 23 by Carr P. Collins, Dallas business man, who said the acquisition was negotiated with a Mexican corporation headed by Dr. John R. Brinkley, former Milford, Kan., station operator of "goat gland" fame. The purchase of the 50,000-watt border outlet was for unidentified Texas interests, according to an article published in the March 24 *Dallas News*. Mr. Collins was quoted as saying that the station would be devoted to health programs. He is also interested in a Mineral Wells Water concern, said to market *Crazy Water Crystals*.

The new organization, according to the *News* article took charge of the station March 24, with J. W. Fincher of Weslaco as manager. It also has been reported that Dr. Brinkley has disposed of his interest in XER, Villa Acuna, Mexico, across from Del Rio, Tex., but this has not been confirmed officially.

Hormel Test to CBS

GEORGE A. HORMEL & Co., Austin, Minn., on April 3, after a month's test of the early morning program *Harmony House*, on KNX, Hollywood, will sponsor the program under the title of *Musical Romance* on 22 CBS stations, Mondays, Wednesdays and Fridays, 11-11:15 a. m. Talent, headed by Eddie Dunstedter, includes Mary Rosetti and Harvey Harding. BBDO, Minneapolis, handles the account.

Bosco May Add

BOSCO Co., New York (milk amplifier), is sponsoring a series of twice-weekly news participations on Yankee Network, three news periods weekly on WCAU, Philadelphia, and five-weekly news programs on WHAM, Rochester. The campaign started late in February and more stations will probably be added later this spring. Kenyon & Eckhardt, New York, places the account.

P & G Tests on 6

PROCTER & GAMBLE Co., Cincinnati, for its Drene shampoo plans a test on six midwestern stations of the transcribed *Manhattan Mother* serial. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

340 Stations Multiple-Owned Says FCC

Offers Many Exhibits to Show Connections Of Operators

THE STARTLING claim that some 340 of the country's 700-odd commercial broadcast stations have a "community of interest with other licensees" of stations, through interlocking directorates, multiple ownership or group control, was made by the FCC Accounting Department March 30 in what apparently was designed to be a screaming climax to its Network-Monopoly Inquiry.

With DeQuincy V. Sutton, head accountant, on the stand, the FCC introduced in evidence a sheaf of 117 individual exhibits breaking down supposed multiple ownership and control of stations as of Dec. 31, 1938. The information, Mr. Sutton declared, was gleaned from FCC records and from the welter of questionnaires sent out by the Commission as part of its inquiry, which began last November. The exhibits, together with a series of computations in the nature of answers to network presentations, constituted the FCC "rebuttal" portion of the inquiry, now drawing to a close.

Calling Them Close

Few, if any, startling new disclosures were made in the multiple ownership and control exhibits. Even the most infinitessimal association of one station employe with another appeared to serve as a basis for tying in the "community of interest". Along with the 117 photostat exhibits, the Accounting Department also produced four separate indexes to them. The index to ownership groups listed 178 separate names of individuals and companies described as represented in the ownership or control of more than one station.

Another index was to ownership groups, showing the tie-ups of individuals and companies. This list covered 118 groups. In checking it against the exhibits, it was found that if an individual held a qualifying share in a corporation operating a station and was involved in the ownership or held a minority interest in or was employed by other stations, he was listed as part of the multiple ownership group.

A third index, covering the complete schedule of exhibits, tended to show that 341 stations, based on the Commission's records as of Dec. 31, 1938, were affected by multiple ownership or control, as against the total of 225 listed in the first exhibit which did not show such a "community of interest".

The largest single exhibit dealt basically with CBS but covered the ownership group described as "City Stores - Columbia - Gannett - Paramount Group". Listed in this tabulation were 34 stations, including the eight CBS owned and operated stations, WAPI, listed as having a management relationship, and WEEI, shown as leased to CBS. The other stations, however, were tied in through stock ownership in the various corporations by individuals identified with the "group".

For example, WCAU was shown as a part of this group by virtue of the Paley holdings in the station and the Levy holdings in CBS. WIND and WJJD were similarly shown because of the Atlass holdings in CBS. WDRC, Hartford, was listed because L. W. Lowman, CBS vice-president, is a director of the station and holds 112 of the 500 shares of WDRC Inc.

Holdings of Sam Pickard, CBS vice-president, and Mr. Lowman in WHP, Harrisburg, tied that station into the group. WKBO, Harrisburg, of which Edward J. Stackpole Jr. is head, and in which Col. J. H. Steinman of the Mason-Dixon Group is identified as a stockholder, was brought into this picture because Mr. Stackpole heads WHP. Similarly other Mason-Dixon Group stations, headed by Col. Steinman—WAZL, WDEL, WEST, WGAL, WILM and WORK—were drawn into the picture, although the Steinman family is shown as 100% owners of the Mason-Dixon Group.

Gannett Group

The Gannett newspaper group, including such stations as WDAN, WHEC, WTHT, WABY, WOKO, WHDL, WENY and WESG, were pulled into the City Stores-Columbia-Gannett-Paramount Group in a manner not clearly shown on the face of the exhibit. Mr. Pickard's interest in KITE pulled that station into the group. WRAK was named because Raymond H. McKinney, a director of WTHT, holds a voting trust of 2,750 shares of 33,400 shares in the Williamsport station.

WSMB was included in the group since the City Stores Co., Paramount Pictures, and the Albert M. Greenfield Co. of Philadelphia hold stock in the station WFIL was included because City Stores Co. holds a majority of the stock of Lit Bros. department store, which in turn owns half of the Philadelphia station. The Greenfield Co. and Bankers Securities Corp., listed in the ownership of WSMB, likewise are identified with Lit Bros.

In an exhibit devoted to NBC multiple ownership and control, there were listed the 10 stations licensed to NBC, plus the Westinghouse and General Electric stations and KGA, KGY, KHQ, KOL, KJR, KOMO, KIT, KEX, KGW and WSPR.

Because Louis Wasmer leases KGA from NBC, several of the Pacific Northwest stations were included in the group. KOMO was listed because Fisher's Blend Stations Inc. leases KJR from NBC while KIT was listed because a KOMO "responsible employe" is engaged jointly by KOMO and KIT. KGW was listed because KEX is leased from NBC by the *Oregonian*. WSPR was listed because Edmund A. Laport, one-third owner, is "chief engineer, RCA Victor Co. Ltd. of Canada."

Other Connections

Other exhibits similarly tied in on slightest provocation multiple ownership or "community of interest" in stations. Typical of these exhibits were those lining up George B. Storer and Harry C. Wilder in 10 stations because George W. Smith, a director in WWVA and its general manager, along with WALR, Storer-owned, is listed as treasurer of the Wilder-controlled WNBX, Springfield, Vt. According to Washington legal sources the "Smiths" are not the same.

Other major ownership groups listed were Hearst; Boles-Fitzpatrick-Richards, in which WJR, WGAR and KMPC, part of the group, were listed as associated with the *Cleveland Plain Dealer*-Brush-Moore group because of certain interlocking directorates and stock ownership; the Dean-Lanford

(*Continued on Page 85*)

451 Stations Report 1938 Incomes

THE FCC's preliminary tabulation of income statements filed by licensees of one station only, covering the year 1938, follows (Column A, 358 stations with sales of $25,000 or more each; Column B, 93 stations with sales of less than $25,000 each):

	A	*B*	*Total*
REVENUES:			
Sale of time at network rates	$8,948,844	.....	$8,948,844
Sale of time at national rates	14,821,404	.....	14,821,404
Sale of time at local rates	20,140,309	$1,451,924	21,592,233
Other time sales	254,627	.....	254,627
Total time sales	44,165,184	1,451,924	45,617,108
DEDUCT:			
Commissions to agencies and representatives	4,839,726	.....	4,839,726
BALANCE:			
Amount retained from sale of time	39,325,458	1,451,924	40,777,382
Incidental broadcast revenue	2,956,407	.....	2,956,407
Total revenues	42,281,865	1,451,924	43,733,789
EXPENSES:			
Technical expenses	6,026,487	.....	6,026,487
Program expenses	13,084,430	.....	13,084,430
Advertising, promotion, selling	4,364,853	.....	4,364,853
General & administrative expenses	7,188,370	.....	7,188,370
Other broadcast expenses	1,414,496	1,412,434	2,826,930
Depreciation, amortization, uncollectible revenues, taxes and rent for broadcast plant	3,659,413	193,549	3,852,962
TOTAL EXPENSES	35,738,049	1,605,983	37,344,032
NET INCOME from broadcast services	$6,543,816	(154,059)*	$6,389,757

* Loss

Individual Station Incomes Analyzed

PRELIMINARY analysis of the FCC's "questionnaire study" of 1938 business operations of the broadcasting industry released March 30 and covering 451 station returns from individual licensees, revealed total time sales of $45,617,108, with a net income of $6,389,757, or about 14%.

Covering only about 60% of the 700 commercial stations, the preliminary tables were in skeleton form. The complete analysis, to show industry-wide financial, employment and programming operations for 1938, likewise based on the questionnaires sent out Feb. 15, will not be made available for about six weeks, it was indicated.

Though the returns were due back March 15, the furore raised by many stations, notably smaller ones, resulted in authorizations of extensions in certain instances. Some 70 stations were given such extensions and, as BROADCASTING went to press, there were still about 50 questionnaires to be returned from that group. Practically all of the information is expected to be in hand by April 15.

Local Group Shows Loss

Dispelling the thought that practically all stations are "rolling in wealth", was the disclosure in the FCC's preliminary analyses relating to 93 stations which had sales of less than $25,000 for the 1938 calendar year. These stations did an aggregate business of $1,451,924, all from local time sales, and had expenses of $1,605,983, showing an aggregate loss for the year of $154,059.

The tabulation [see table on this page] covered income statements of individual licensees and excluded stations affected by multiple ownership. In other words, no network-owned, managed or leased stations or group-owned stations, which the FCC indicated aggregated some 341, were included.

Also computed by the FCC as of Dec. 31, 1938, was a preliminary tabulation of balance sheets filed by licensees of one station only, covering 457 stations and including construction permits.

On the asset side, this tabulation showed $45,000,000 of investments by the stations not relating to broadcast operations; $24,000,000 in investments in broadcast plant and items relating to broadcast operations; current assets of $43,000,000 and other asset "side items" of $28,000,000.

On the liability side, these stations showed a net worth of $95,000,000, long-term debts of $18,000,000, current liabilities of $13,000,000 and other liability side items of $14,000,000, offsetting the asset figure of $140,000,000. In an explanatory note, the FCC said that included in the amount shown as investments in broadcast plant and items relating to broadcast operations "is an aggregate amount of $7,588,000, reported as good will, franchise or similar titles." Dividends declared during the year by these stations totaled $4,429,000.

The FCC Accounting Department, it is understood, now is preparing its new questionnaire to cover the 1939 calendar year, which would be sent to stations shortly in order to enable them to introduce appropriate bookkeeping methods.

NAB Opposes Bill in Senate To Ban Liquor Ads on Radio

Miller Sees Dangerous Precedent in Measure And Discrimination Against One Medium

A SUB-COMMITTEE of the Senate Interstate Commerce Committee on March 29 started consideration of a drive against all advertising of liquor with hearings on the Johnson-Culkin bill (S-517), offered as an amendment applicable only to radio to the Capper bill dealing will all liquor advertising.

Neville Miller president of the NAB, raised the only voice against the measure at the first hearing before the subcommittee composed of Senator Andrews (D-Fla.), chairman, and Senators Gurney (R-S. D.) and Johnson (D-Col.), sponsor of the bill. Witnesses representing dry organizations attacked the radio industry's methods of controlling liquor advertising, as did Federal Alcohol Administration officials.

Miller told the committee the NAB opposed the measure because it constituted "an entering wedge for further repressive legislation for radio," and because it was not necessary in view of the steps the industry had taken and contemplated taking in self-regulation. He also urged that the provision of the amendment relating to advertisement of lotteries be amended in the interest of adjusting difference of interpretation between the FCC and the Post Office Department.

A Bad Precedent

"In the first place, this legislation would set up a dangerous precedent," the NAB head said. "It may easily be the first of a series of such laws to prohibit the use of radio to one group, which may later be extended to other groups, and, in short, endanger the privilege of free radio."

Mr. Miller pointed out that to be free, radio must pay its own way and that, while liquor advertising constituted a very small part of the total radio income, extension of legislation under a precedent set by passage of the Culkin-Johnson bill, could be extended to tobacco, coffee and the advertising of any other commodity any organized minority might find objectionable.

"Once started this tendency could be continued until the life blood of the industry is sapped and we are forced to turn to a government owned, tax supported industry," he declared.

Mr. Miller said the legislation, specifying only radio, was discriminatory in that it permitted the continuation of liquor advertising in magazines, newspapers, billboards and other media. He said radio sensitivity to pressure of public opinion and the fact that stations were licensed to operate in the interests of the public were sufficient guarantees that it would work to eliminate objectionable advertising. He also cited the greater amount of Federal Trade Commission and other regulation that the radio industry was under as compared with other industries.

Mr. Miller said the industry was faced with difficulties in obeying the FCC act's injunction against the broadcast of advertising connected with lotteries and games of chance because the postal authorities and FCC officials had different interpretations of this matter. He urged that, should the FCC act be amended, the section dealing with this ban be altered.

Replies from an NAB questionnaire received from broadcasters representing about 75% of the commercial volume of the industry showed that alcoholic beverage advertising represented less than 1% of the total revenue, he said.

Media Discrimination

Senator Johnson said he was glad to hear the industry was studying advertising standards because "your standards at present are very low," and said he was motivated in introducing his bill by a desire to help the industry "as you don't seem to have had very much success in self-regulation."

Mr. Miller replied that it was unfair to compare radio with newspapers and other media.

In reply to a question by Senator Gurney Mr. Miller said he agreed with the former's stand that it was not fair to prohibit advertising of a commodity in radio and not in other media and that advertising on the radio was no more offensive, if handled rightly, than newspaper or magazine advertising.

Federal Alcohol Administrator W. S. Alexander supported the Culkin-Johnson bill, as did Philip Buck, chief counsel of the FAA. The former said his experience with the liquor industry had convinced him the ban was necessary to "perpetuate repeal".

Representatives of dry organizations told the subcommittee that while the industry's ban on radio as a medium of distilled spirits advertising had been almost completely successful, they wanted the use of the air barred to wines and beers also.

Miss Izora Scott, Washington, treasurer of the National Temperance & Prohibition Council, said that use of the air for liquor advertising constituted an invasion of the home.

In response to Senator Gurney's question as to whether the ban should be placed on radio alone or should be extended to all advertising media, she replied, "Other legislation covering that aspect is not before us today and we don't want to get the bills mixed."

Viewed as Constitutional

Edward B. Dunford, legislative counsel of the Anti-Saloon League entered a lengthy statement containing legal opinions supporting the constitutionality of the Culkin-Johnson bill. Mary T. Bannerman, representing the National Congress of Parent Teachers Associations, told the Senate group the congress had gone on record as opposing liquor advertising on the air, but admitted that no bills had been studied in this connection and that no measure was being endorsed.

The next hearing of the subcommittee was to be held March 31, but on the House side Rep. Calkin stated the bill would not be pressed there by its proponents during this session.

CHICAGO's *WLS National Barn Dance* celebrated its seventh birthday behind the footlights at the Eighth Street Theater, March 18, and anniversary of its 15th year on the air will be observed April 12. Grouped around the birthday cake are (l to r) Sales Manager Bill Cline; John Blair of John Blair & Co., WLS national representatives; Glenn Snyder, manager; Harold Safford, program director.

Griffin Returns

GRIFFIN MFG. Co., Brooklyn, will start its annual summer radio campaign for All White shoe polish May 2, when it launches *Time to Shine* on a CBS network of more than 40 stations. Program will be the same as last summer, featuring the music of Hal Kemp's orchestra and guest stars, and will be broadcast from 10 to 10:30 p. m. on Tuesdays. The company, whose advertising is handled by Bermingham, Castleman & Pierce, New York, first tried network radio in the summer of 1937 with an NBC program, switching to CBS in 1938.

New Network Broadcast, More Spots Are Planned By Brown & Williamson

BROWN & WILLIAMSON Tobacco Co., Louisville (Raleigh tobacco), on May 2 starts *Uncle Walter's Dog House* on 65 NBC-Red stations, Tuesday, 10:30-11 p.m. (EST). Built around the troubles of married and engaged men who wind up in the "doghouse", the program features the music of Phil Davis with the "Prisoner's Song" for a theme. Show includes a five-minute dramatization of a listener's story as to how he got in the doghouse. For the best letter each week a $10 pipe and a pound of Raleigh tobacco is given with a tin of Raleigh for each listener writing in a doghouse problem.

For Avalon cigarettes, the sponsor plans a varying schedule of from one to six weekly 15-minute sportscasts to start May 3 on WWVA, Wheeling; WHIS, Bluefield, W. Va.; WHAM, Rochester, N. Y.; WWJ, Detroit; WABC, New York; KOA, Denver; WBT, Charlotte; WMAQ, Chicago. The thrice-weekly series recently placed on WBBM, Chicago, will feature Charlie Grimm, while the thrice-weekly sportscasts on WHAS, Louisville, will feature Paul Sullivan.

In addition to the announcements during and following the games on the Colonial Network [BROADCASTING, March 15], these stations will air a varying schedule of half and one-minute spots: WPTF, Raleigh, N. C.; WFBM, Indianapolis; WMBD, Peoria; WCBS, Springfield; KFEQ, St. Joseph. Mo.; WOOD-WASH, Grand Rapids; KSD, St. Louis. Avalon is also using four quarter-hours weekly on XEBG, Tia Juana, Mexico.

For Bugler tobacco, the Friday evening show titled *Plantation Party* on 64 NBC-Red and Blue stations, was supplemented March 23 by Thursday evening half-hour discs of the program on WDBJ, Roanoke; WMMN, Fairmont; WCHS, Charleston; KOA, Denver. Russell M. Seeds Co., Chicago, handles the account.

Brewers' Journal Retorts

THE March issue of *Modern Brewer* devotes a full-page editorial to NBC's ban on beer advertising on its networks. Most of the space is occupied with a letter from Niles Trammell, NBC executive vice-president, explaining the network's stand that network programs must be acceptable to all parts of the country and at all times, whereas beer advertising is acceptable in some communities but not in others and is much more acceptable at some times than at others. The publication's editorial comment on the letter follows: "It show that in the minds of NBC officials, beer broadcasting in some parts of the country is not acceptable to the public. It is unfortunate that this situation exists, but a wise brewing industry will accept it as a temporary rebuff and continue to strive for greater public acceptance."

·WMBD, Peoria, Ill., on March 20-22 broadcast a series of basketball games by direct wire from New York where Peoria's Bradley College was competing in the National Sportswriters Basketball Tourney. At the mike was Jack Brickhouse, WMBD sportscaster.

"But Oscar, the radio is no proper medium for SPORTS!"

(ANOTHER OLD IDEA EXPLODED!)

● Feeling somewhat kin to Daniel Boone and the late Tex Rickard, we wish to report the results of WHO's second Golden Gloves Tournament — still the only radio station in the world which has ever had the privilege of sponsoring even one of these fabulous fiestas of the flying fists!

In the first place, mark you well: WHO's mere announcements of the event brought forth the amazing number of 1,022 applications for entry blanks. Of this number, 467 filled out and returned their entries, representing aspirants from ten states and two Canadian provinces (the plus of "Iowa Plus"!). Then when the tourney started 322 lads actually showed up and qualified—making what we believe to be one of the largest teams ever entered in a Golden Gloves Contest!

So much for radio's (and WHO's) "pull" with sports *participants*. What about the general public? Well, in the five evenings on which bouts were staged, WHO drew *over 20,000 spectators*—and one of the sessions was a hastily-arranged *extra* affair necessitated by the large entry list, which even with very little ballyhoo drew over 3500 sports-minded customers.

That's what WHO can do for you, with SPORTS! . . . Bill Brown, our inimitable WHO sports-expert — *the man who put over our Golden Gloves Contest* — is now available for sponsorship, Mondays through Saturdays, from 9:15 to 9:30 P. M. First come, first served. We'd suggest telephoning.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

New NAB Code Would Limit Commercials

New York Meeting Makes Marked Progress

By BRUCE ROBERTSON

A LIMITATION on length of commercials employed in all programs will be a likely key conclusion in the projected new Code of Ethics being drafted by the NAB, under preliminary plans discussed by the NAB Committee on Self-Regulation during a three-day session at the Hotel Ambassador, New York, March 23-25.

Conversation centered around a proposal which would put a time limitation on 15-minute program units, with a differential between day and night offerings. While a completed code was not produced and conversation was only general, there was considerable support for something in the nature of a 15% limitation on commercials daytime and 10% at night, with an overlap of an additional 30 or 35 seconds for contest offers.

NBC's projected program standards [see article on this page] may be held up until the NAB committee completes its work, contemplated for the convention at Atlantic City July 10. NBC will continue its study, however, soliciting agency-advertiser comments, but will hold in abeyance formal promulgation until NAB convention action.

Reduction in the length of commercials, NAB President Miller said, would be in line with the existing trend in broadcast advertising and "will put a greater premium on more skilled advertising writing, with briefer, more interesting and more pertinent messages about needed products and services. The industry is simply going to put into effect, universally, those practices of progressive advertisers which are already proving their effectiveness in achieving greater results and a higher degree of program popularity."

Enforcement Bureau

On commercial credits and children's program, the committee feels there should be continuing studies, even after the new code is ratified. The plan also encompasses a permanent NAB bureau to enforce code provisions.

The new NAB code would embody not only those fundamental principles of good broadcasting which are essential for operation in the best public service but a practical interpretation of their application to every-day broadcasting. The real accomplishment of the New York meeting was a recognition and definition of the problems to be covered by the code and the establishment of a plan of procedure whereby these details can be worked out, so that the completed code may be presented to the convention in July for ratification by the industry.

Although this committee, like the copyright group, contained representatives of the networks and of every class and type of station, there was a unanimous agreement on the fundamental point that the broadcaster must accept the task of presenting the news of the day and impartial discussions of the many issues arising out of the news, clearly and fairly. This recognition that a broadcaster cannot ethically confine his program service to pure entertainment and so escape the troubles inherent in the presentation of controversial issues is industry-wide, it was stated, a recent survey of the NAB showing that almost all broadcasters are fully aware of their public responsibility.

Another basic point on which the committee was in full agreement is the differences that exist between communities of varying sizes and in various geographical locations. A program that is entirely acceptable in a large city may be unsuitable for presentation in a rural community, and the reverse is also true. While it may make the work of codification much more difficult, the committee felt that without keeping this fact constantly in mind it would be impossible to draft a code to which the entire industry could adhere.

Most of the time of the meeting was devoted to the more difficult types of programs—juvenile, re-

(*Continued on page 42*)

LOOKING UP from a hard tussle with the problems of setting up program policies for the entire broadcasting industry are (standing, l to r): Theodore C. Streibert, MBS; Edward M. Kirby, NAB; E. B. Craney, KGIR; Edwin M. Spence, NAB; Gilson B. Gray, CBS; Earl J. Glade, KSL; Edwin M. Craig, WSM; Edgar L. Bill, WMBD. Seated: Gomer Bath, NAB; Karl O. Wyler, KTSM; Walter J. Damm, WTMJ; Neville Miller, NAB; Samuel R. Rosenbaum, WFIL; Herb Hollister, KANS; Paul W. Morency, WTIC. Not present when the picture was taken were Niles Trammell, NBC; William S. Hedges, NBC; Edward Klauber, CBS.

Falsity and Abuse of Sincerity Basis of Proposed NBC Bans

"IT HAS been the experience of NBC that any abuse of sincerity, any misrepresentation that may creep into the radio program, deliberately or not, destroys confidence in the integrity of all programs broadcast, and weakens its value to those who use it for advertising purposes. . . . The obligation of NBC to the public reduces itself to a code of civilized behavior, respect of one man for another, honorable dealing and honest intention offered with courtesy and good manners."

This paragraph is quoted from the 52-page mimeographed statement of NBC program policies which, after nearly a year of mulling by network executives, has been sent to board members of NBC and RCA, to members of the NBC Advisory Council and to a few advertising agency executives for comment and criticism. Following the receipt of advice from these sources a final code will be compiled and published for distribution to all NBC clients and their agencies.

More a setting down of the principles of continuity acceptance on which the company has been operating for some time than any startling new theory of broadcast standards, the code lists such basic program standards as:

Some Taboos Listed

The Deity's name, powers and attributes are permissible only when used reverently.

Statements and suggestions which are offensive to religious views, racial characteristics and the like must not appear in the program.

Material which depends upon physical imperfections or deformities . . . for humorous effect is not acceptable.

Sacrilegious, profane, salacious, obscene, vulgar or indecent material is not acceptable and no language of doubtful propriety will be used.

The introduction of murder or suicide is definitely discouraged at all times, and no details as to the technique employed may be given.

No description of anti-social practices may be mentioned.

Emphasis on insobriety is not permitted.

Figures of national prominence as well as the peoples of all nations shall be presented with fairness and consideration.

Except in the case of factual news statements, appearances of or reference to persons featured in criminal or morbidly sensational news stories are not acceptable.

The use of the word "flash" is reserved for the announcement of special news bulletins exclusively.

False and misleading statements and all other forms of misrepresentation must be avoided.

Pointing out that public interest comes first and that advertising is only as valuable as the public's acceptance of it, NBC reserves the right to turn down programs advertising products and services which it does not think suitable for radio and also to require the advertiser to make changes in his programs which NBC finds inconsistent with its standards. Types of business which are unacceptable to NBC include: Professions in which it is conceded to be unethical to advertise; all forms of speculative finance; cathartics; personal hygiene products; reducing agents; products to restore natural color to hair, dyes, depilatories, etc.; all forms of fortune telling; cemeteries, morticians, etc.; alcoholic beverages; firearms, fireworks.

Children's programs must be carefully written for the child audience and the scripts must "reflect respect for law and order, adult authority, good morals, clean living. The hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect and should emphasize the desirability of fair play and honorable behavior. Cowardice, deceit, selfishness and disrespect for law must be avoided . . ."

In juvenile scripts, torture, horror, fear of the supernatural, profanity and kidnaping are taboo. Gun play and other violence must not be accentuated and no script can end on an incident that might create hysteria in a young listener. Commercial copy can not contain more than two requests to "ask mother to buy" and must be careful to avoid statements that might mislead the credulous child mind. Premiums must be harmless, must not depend on luck or superstition, and children should not be encouraged to ask strangers for boxtops.

great...

Photo Copyright A. G. Spalding & Bro.

...as is the speed with which Transradio covers the world's news; great, too, is the speed with which it clocks up new sales for stations and their sponsors—**for instance:**

DRUG PRODUCT—using no promotion other than TRANSRADIO, a drug manufacturer jumped his sales from 0 to 2400 doz. tubes per month. Distribution rose from nothing to 100% coverage of drug chains, department stores and leading independent drug stores in greater New York.

BEVERAGE—nationally-known beverage manufacturer reveals that TRANSRADIO lifted sales 23%. During special "reduced price" campaign (plugged intensively on TRANSRADIO) sales of two items took 75% hop in face of severe business recession.

AUTOMOTIVE ACCESSORY—using TRANSRADIO exclusively, maker of automotive accessory created sufficient demand to force distribution into two large chains. Also, brought one sales territory, consistently below country par, up to level with best sales territories.

GASOLINE—dealer survey reveals that 75% of autoists were attracted to stations for product as direct result of TRANSRADIO broadcasts. 54% of dealers reported greater sales during year of TRANSRADIO broadcasts—40% reported increase of 100%!

Write, call or wire for further information—

TRANSRADIO PRESS SERVICE, Inc.

342 Madison Avenue in New York

XUM

HOW DOES TRANSMISSION AFFECT YOUR PROGRAM RATING? DOES BIG-CITY LISTENING GIVE A TRUE PICTURE OF YOUR NATIONWIDE AUDIENCE?
GALILEO I
GALILEO
—Italian astronomer, 1564 to 1642. Following invention of telescope about 1609 Galileo was first to adapt it to astronomical use. With 32-power instrument he showed Milky Way to be collection of stars, and discovered the moons of Jupiter, the rings of Saturn and the existence of sunspots. Just as Galileo looked further and made known the unknown, NBC can show you how to get the facts about the greatest "unknown" in radio.

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XUM

LOOKED FARTHER

....AND SO CAN YOU

When you get right down to it, the big unknown that faces any advertiser, in radio as in every other medium, is

How Many Families
Does My Sales Message Reach?

The major networks offer approximately equal access to listeners in some 60 cities served locally by their affiliated stations. The regular "program ratings" give a good indication of your audience in these cities—but these 60 cities contain less than half the radio families in the United States!

The other half of the radio audience is outside of these cities, where a factor heretofore ignored—the *transmission* factor—comes into play. This transmission factor either helps your program or hurts it—depending on the network used. It may double your audience outside the cities or cut it in two. It is not so much a question of whether the area is "rural" or "urban," as whether it receives "remote" or "local" network service.

NBC has studied this factor. Now for the first time, you can analyze your program audience on a truly nationwide basis—you can see WHY and HOW the NBC Red Network offers you the most intensive national circulation there is . . . We shall be glad to present these facts to you, applied to your own particular problems and interests. Call any NBC Network Representative.

DO YOU KNOW—

That 50% of all U. S. radio families rely on "remote service" from major network stations?

That the station and network preferences of these 13-odd million families are not reflected in regular program ratings?

That NBC's new survey is the first to show how the competing networks serve this *other half* of the radio audience?

That the Red Network reaches more of these families than any other network? Ask us why!

NBC RED NETWORK

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

XUM

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NBC RED NETWORK

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

XUM

Administration Still Opposed To Ownership by Newspapers

But Support Seen for Craven's View in Allentown Dissent That Issue Is Not Up to the FCC

POSSIBILITY of a general hearing on newspaper ownership of broadcasting stations, looking toward establishment of a definite policy on this controverted question, is foreseen in official quarters in the light of recent events.

President Roosevelt's known opposition to newspaper "domination" of broadcasting may lead to the "legislative study". While it is generally accepted that nothing can be done under existing law to change the ownership structure, Administration forces apparently are desirous of halting any further acquisition of stations by newspapers. In recent days, it is learned, the President again has commented privately on the growing tendency of newspapers to absorb stations.

Allentown Incident

The issue came to a head at the FCC last month when the applications of WCBA and WSAN, Allentown, Pa., were set for hearing in Allentown by a 5 to 2 vote on the question of "local monopoly" because the Chronicle & News Corp., which publishes Allentown's two newspapers, would hold 65% control of the combined stations, now separately owned but which share time on the same frequency [BROADCASTING, March 15].

Because Administration forces appear convinced that newspaper ownership as such cannot be blocked in a legal way, the majority, headed by Chairman McNinch, appears to be following the procedure of denying applications for other reasons, thus avoiding the real issue. In other words, it can deny on technical, economic or general "public interest" grounds without meeting the direct newspaper issue.

In the Allentown case, the notice of hearing has not yet been made public. Washington's legal fraternity, however, is watching for the notice with interest. If no mention is made of the newspaper issue, it will confirm the view that the Commission's majority is seeking to avoid the newspaper question. No money consideration is involved in this transaction, which simply involves combining two existing stations.

Commissioner T. A. M. Craven's strong dissent from the action in setting the Allentown applications for hearing brought the whole issue into the open. Commissioner Case voted with him. Pointing out that the applications arise from a relatively small city in one State and do not provide a satisfactory setting for a decision on the policy questions involved, he said a general public hearing of a legislative character is necessary if these policies are to be decided. He said, however, that he saw no necessity for such a hearing since he saw no reason for changing policy with respect to newspaper ownership.

In his memorandum on the Allentown case, Commissioner Craven declared that the only question possibly involved is that of newspaper ownership policy, since there is no opposition to the consolidation of the stations and since better service obviously would result. The fact that the applications have been set for hearing means that a majority of the Commission have already adopted "in their own minds" or contemplate adopting a principle that ownership of broadcast stations by newspaper publishers or by certain kinds of classes of them is contrary to public interest and justifies or requires the denial of any application involving such ownership, he said.

Says FCC Lacks Power

Pointing out that as of Jan. 15, 238 broadcast stations in the country had newspapers identified with their ownership, Mr. Craven strongly defended the operation of such stations and classified them as among the pioneers and the most progressive outlets in the industry.

If the Commission is to adopt a principle by which newspaper ownership becomes a disqualification for license, "it must be prepared to extend it to all cases, existing and future," he said. "It must be prepared to refuse to renew the licenses of some 240 broadcast stations and to destroy or hand over to others the investments which their owners have in these stations."

"In the most vigorous manner at my command," he said, "I desire to record my vote against the adoption of such a policy and to state my reason for so voting." He held the Commission has no power to adopt such a policy; that even assuming that it did have the power, it would be contrary to public interest; and that a hearing on the particular applications "is not a proper or fair method of determining whether such a policy should be adopted."

In arguing his point, Commissioner Craven declared that to say that newspaper publishers should be declared ineligible necessarily implies that the service rendered by such stations as a class will be inferior to that rendered by other stations, because of less meritorious programs, lower standards of advertising admittance, a greater tendency to violate the law or the regulations, less regard for and appreciation of the needs and desires of the public, a greater tendency to engage in unfair practices or to indulge in partisan use of the station, or undue social or economic power resulting from the combination." The continuous record of 18 years in newspaper ownership of stations disproves all that, he went on. He contended that the records will show a far smaller average of complaints against newspaper stations than for all stations.

Facsimile Seen a Factor

It is common knowledge, he added, that the newspaper extras of former days have almost disappeared, that broadcasting stations are relied upon to a constantly increasing extent for news and comments upon news, and that they are both important customers of news services and creators of news agencies. Facsimile may ultimately mean that the newspaper of the future will be transmitted by radio into the home, he said.

Chairman McNinch, in commenting on the Craven statement, inquired "what objection can there be to allowing the people directly affected by a proposed local monopoly of communications to say what they want in an open hearing? What the Commission has done is to set this case for hearing at Allentown."

WBBZ, Ponca City, Okla., on April 1 becomes an MBS affiliate, which links all stations of the Oklahoma Network.

ENGINEERS educate educators on the subject of facsimile broadcasting, when Dean Carl W. Ackerman of the Graduate School of Journalism of Columbia University and his assistant, Herbert L. Brucker, visited the WOR transmitter at Carteret, N. J., where WOR's chief engineer, J. R. Poppele, explained this new form of radio transmission. WOR has installed receivers at Columbia so that the University can keep watch on facsimile progress. In picture (l to r) are Mr. Brucker; Charles Singer, chief of WOR transmitter operations; Prof. John B. Russell of Columbia's electrical engineering department; Dexter Purinton, architect of the WOR transmitter plant; Dean Ackerman and Mr. Poppele.

Publisher Granted Asheville Station

THE three-year effort of Harold H. Thoms, publisher of the *Asheville* (N. C.) *Daily News*, to secure a CP for a new local broadcasting station, was rewarded March 27 when the FCC granted his application for 1370 kc. with 100 watts unlimited time, effective April 3. The FCC previously had denied the application on the ground that Mr. Thoms was not shown to be possessed of "good character", primarily because of a conviction growing out of the publication of a political article in his newspaper. The case went to the U. S. Court of Appeals but was reheard solely on the question of reputation, and the Commission concluded that Mr. Thoms enjoys an excellent reputation and has "a good moral character".

Favored by Examiner

Following the original hearing on the application in 1936, the Commission upon its own motion remanded the application for further hearing held on April 9, 1937. In each instance, the examiner recommended a grant. In January 1938, however, the FCC denied the application on the "good character" grounds, although it found that Mr. Thoms was qualified in all other respects. An appeal was taken in February, 1938, but upon the applicant's motion the court on May 6, 1938, remanded the case to the Commission for further hearing on the single issue of character. Another hearing was held July 14 and the new decision is on the basis of that additional testimony.

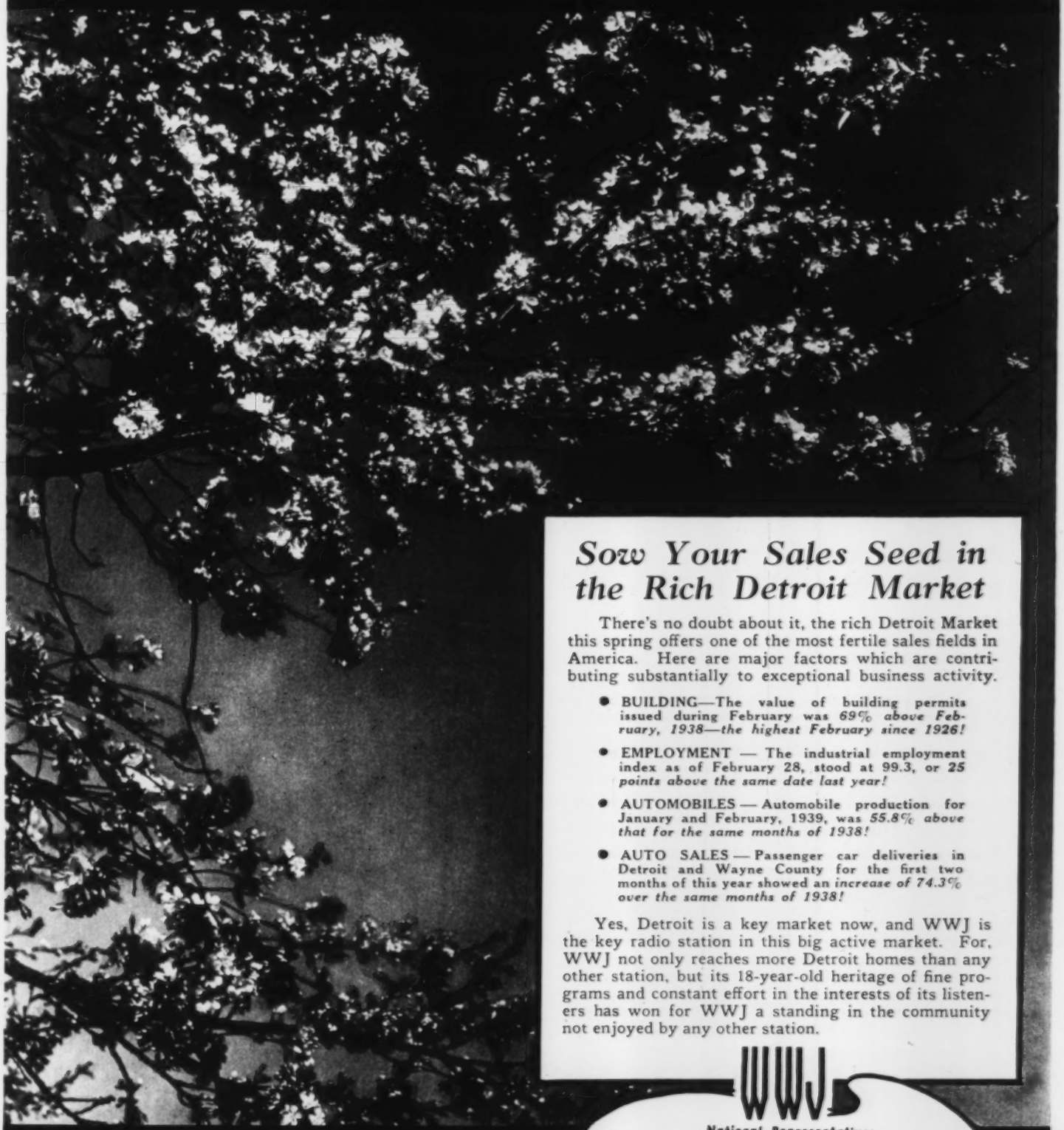
WCAX PRESS DEAL FOURTH FOR YEAR

WHAT the FCC reports as the first case in its records in which a broadcasting company acquires a newspaper, was decided March 27 by the Commission when it authorized the transfer of WCAX, Burlington, Vt., from the Burlington Daily News Inc., to the Vermont Broadcasting Corp. Chairman McNinch dissented on the grounds that the proposed assignment was not shown to be in the public interest, and Commissioner Walker dissented on the grounds that a hearing should precede the Commission's action.

The station, a local outlet on 1200 kc., has for many years been licensed to the newspaper corporation, headed by H. Nelson Jackson, president of a local bank. Charles P. Hasbrook recently contracted to buy both the newspaper and radio properties for $59,000, of which $17,000 is designated as the valuation placed upon the radio property, and will place both under the broadcasting corporation. Mr. Hasbrook is former publisher of the *Richmond Times-Dispatch*.

The Burlington transfer was the fourth since last Jan. 1 to newspaper interests, the others having been WAAW, to the *Omaha World-Herald;* WGH, to the *Newport News Daily Press* and *Times-Herald;* KVOA, Tucson, Ariz., to the *Phoenix Republic & Gazette*. In addition, the Commission since Jan. 1 has authorized new stations owned by newspapers at Atlantic City, N. J., and Asheville, N. C., and one with newspaper stockholders at Goldsboro, N. C.

Blossom Out With New Business



Sow Your Sales Seed in the Rich Detroit Market

There's no doubt about it, the rich Detroit Market this spring offers one of the most fertile sales fields in America. Here are major factors which are contributing substantially to exceptional business activity.

- BUILDING—The value of building permits issued during February was *69% above February, 1938—the highest February since 1926!*
- EMPLOYMENT — The industrial employment index as of February 28, stood at 99.3, or *25 points above the same date last year!*
- AUTOMOBILES — Automobile production for January and February, 1939, was *55.8% above that for the same months of 1938!*
- AUTO SALES — Passenger car deliveries in Detroit and Wayne County for the first two months of this year showed an *increase of 74.3% over the same months of 1938!*

Yes, Detroit is a key market now, and WWJ is the key radio station in this big active market. For, WWJ not only reaches more Detroit homes than any other station, but its 18-year-old heritage of fine programs and constant effort in the interests of its listeners has won for WWJ a standing in the community not enjoyed by any other station.

America's Pioneer Broadcasting Station
Owned and Operated by The Detroit News
Member Basic NBC Red Network

WWJ

National Representatives

George P. Hollingbery Company

New York : Chicago : Detroit : Kansas City
San Francisco : Atlanta

Insurance Series Will Go National

St. Louis Drive Successful, So Expansion Is Proposed

AN ORGANIZED public relations campaign on a national scale, in behalf of insurance selling, is planned as an outgrowth of the success of the St. Louis Insurance Board's sponsorship of weekly half-hour broadcasts begun last October over KSD, St. Louis. According to the April issue of *The Local Agent*, insurance men's publication, Briggs A. Hoffman, vice-president of the Lawton-Byrne-Bruner Agency, St. Louis insurance firm, is arranging to form a company to supply recordings for suitable broadcasts for local boards or agencies throughout the country.

Mr. Hoffman, who has long evinced a keen interest in radio and who was recently named to the board of directors of the Texas State Network, plans to use nationally known talent and make the programs of such high quality that they will attract the attention of better class families. The transcriptions will be made available on a rental basis, so that local insurance groups or agencies can use them with no changes in form and need only to buy time on their local stations.

Success in St. Louis

The plan is reported to have been far enough advanced that Mr. Hoffman has secured endorsements from nationally known insurance men, including John M. Thomas, chairman of the public relations committee of the National Board of Fire Underwriters, and Ray Murphy, assistant general manager of the Association of Casualty & Surety Executives, who with others will serve on the advisory committee which will supervise scripts.

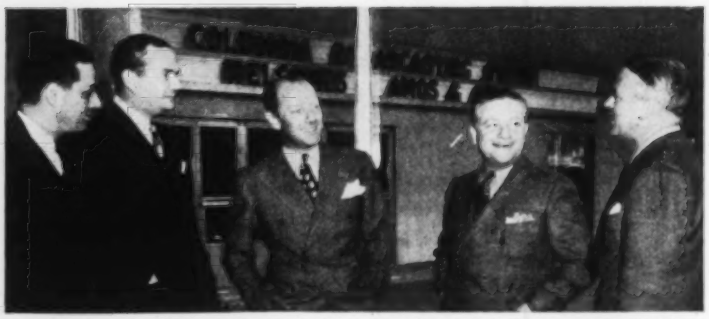
Experience with the local programs in St. Louis is related by *The Local Agent* as follows:

"Members of the board, calling on prospects and clients, found that they were listening to the broadcasts and wanted to know more about the Insurance Board. In fact, buyers and prospective buyers were asking their agents and brokers point blank if they were members of the board. These same buyers and prospective buyers began to ask if the insurance they carried was placed in non-assessable companies. Results of that kind from radio advertisers were of course gratifying to members of the board.

"But a surprising by-product of the radio series turned up when several non-members got in touch with the officials of the Insurance Board and requested membership cards. They had been asked by their prospects if they were members and they wanted to be able to give the right answer!

"As the series progressed, with each dramatizing a different insurance coverage vividly portraying through dramatized skits the need for such protection, board members found a demand for neglected lines of insurance which could be traced only to the radio series."

WBAB are the call letters assigned by the FCC to the new local station on 1200 kc. authorized March 6 for construction by the *Atlantic City (N. J.) Press and Union* [BROADCASTING, March 15].



WITH Campbell Soup Co. switching its *Amos 'n' Andy* program from NBC to CBS with the broadcast of April 3, the noted comic team visited Columbia Square, Hollywood, from where their program will emanate, to "get acquainted". Pictured, talking over future plans are (l to r), Lester Bowman, CBS Hollywood chief engineer; Donald W. Thornburgh, CBS Pacific Coast vice-president; Amos (Freeman Gosden); Andy (Charles Correll) and John M. Dolph, assistant to Mr. Thornburgh.

NAB and RMA Cooperating in Plans For Radio Week to Start on April 17

DESIGNATING the week of April 17 for the inauguration of its campaign of "promotion and goodwill", the Joint Committee, representing the NAB and the Radio Manufacturers Association, has set in motion machinery for the launching of the first all-industry cooperative campaign.

NAB member stations, totaling more than 400, RMA's 125 manufacturer membership, and some 55,000 dealers are encompassed in the continuing broadside designed to increase hours of listening and set sales. As the opening gun, NAB and RMA headquarters in Washington sent to their members a 25-page brochure outlining the April 17 "Radio Week" campaign and the scope of the promotion. The plan was drafted by committees representing both the set manufacturing and broadcasting industries, with the production supervised by Ed Kirby, NAB public relations director. Bond Geddes, executive vice-president of RMA, collaborated with him.

Four Basic Points

The theme of the campaign, it is brought out, is to "promote radio through radio". The four primary objectives are: (1) To sell the American system of broadcasting and the part each broadcaster plays therein; (2) to sell the diversity and excellence of the daily American radio program service; (3) to increase the amount of listening; (4) to increase the quality of home reception.

"The sum total of the American system of broadcasting," says the brochure, "is the sum total of desirable radio programs that can be clearly heard by the greatest number of listeners."

During the April 17 week, the drive will include special programs by stations, networks and transcription services; a National Radio Open House, in which the public will be invited to visit studios and transmitters, to learn the inside story of radio firsthand; collateral advertising and window trims by manufacturers and dealers; and special meetings of the dealers, distributors and factory representatives with broadcasters in the feature role as host and presiding officers to introduce the year-round project in each area.

It also was urged that local or regional radio councils be established, to give radio the "united front it needs for both the promotion and protection of the best interests of American radio."

In addition to the activities of stations and the NAB, the campaign will include cooperation of advertising departments of manufacturers in placing emphasis on programs offered through stations, in promotion and advertising; providing special window trims through radio dealer windows available, selling significant aspects of the free and competitive democratic character of American radio; individual station window displays depicting the range and personalities of its program service, and a number of other promotional tie-ins.

NAB-RMA pamphlets, including *ABC of Radio*, will be placed in the back of the some eight or ten million new sets to be sold in 1939. Network and transcription companies will furnish programs aimed at the promotion of American radio.

Freedom in America

Throughout the campaign it will be emphasized that American radio is independent and without censorship and that listeners hear what they want to hear rather than what may be prescribed for them. To give the campaign wide scope, emphasis was placed on the suggestion that local or regional radio councils be formed. In that manner orderly channels can be set up through which material and ideas may be quickly and effectively routed. Moreover, it will provide regular opportunity for the discussion of radio problems by all those whose livelihood depends upon the medium.

Specific recommendation was made that broadcasters invite dealers and distributors to a meeting which would result in the establishment of such councils with no by-laws, no officers and no dues but purely as a voluntary association of those naturally drawn together through their common interests and problems in radio.

For these meetings, NAB and RMA will provide explanatory literature and information together with a 30-minute transcription which will present the entire story of the NAB-RMA campaign.

Grouch Club Successful, General Mills Expands It to National Hookup

FOLLOWING a successful 26 weeks test over KFWB, Hollywood, and 7 CBS Pacific Coast network stations, General Mills, Minneapolis (Korn Kix), on April 16 will expand sponsorship of the weekly half-hour *Grouch Club* program on a national basis. An innovation will be inaugurated by releasing the eastern broadcast over the NBC-Red network Sunday, 6:30-7 p. m. (EST), with the West Coast rebroadcast on KFWB and the 7 CBS Pacific network stations (KNX KSFO KARM KOIN KVI KIRO KFPY), 9:30-10 p. m. (PST).

Program currently broadcast Tuesday, 9:30-10 p. m. (PST), will continue to originate from the Warner Bros. KFWB studios in Hollywood, with Owen Crump producing. It is written by Nat Hiken. Jack Lescoulie Jr. is master-of-ceremonies. They are also co-originators of the show.

Jack W. Laemmar, radio executive of Blackett-Sample-Hummert, Chicago, agency servicing the account, was in Hollywood during late March to complete details for the new setup—Warner Bros. is producing a series of short films based on the program.

General Mills for Bisquick, has started John Gambling's *Musical Clock* on WOR, Newark, thrice weekly. The film also sponsors the show thrice weekly for Korn Kix. Knox Reeves Adv., Minneapolis, handles the Bisquick account.

Dunhill Using 4

ALFRED DUNHILL CIGARETTES, of New York, on April 10 will start a new quiz program entitled *Name Three* on the Mutual stations: WGN, Chicago; WOR, Newark; WFIL, Philadelphia, and WEAN, Providence. The quiz show, to be heard on Mondays, 8-8:30 p. m. for 13 weeks, will be in charge of Bob Hawk, currently starring on the fun quiz section of MBS' *People's Rally* program, while Dave Terry's orchestra will supply the music. Biow Co., New York, is handling the account.

National Biscuit Spots

NATIONAL BISCUIT Co., New York, on April 10 will start a 32-week campaign for National Biscuit Bread consisting of 15 spot announcements weekly on the following list of stations: WBEN-WKBW, WBRC, WCSC, WKRC, WGAR, WESG, KPRC, KDKA, WHEC, WFBL, WGY, WFTC, WGNY, and WOAI. McCann-Erickson, New York, handles the account.

Solvay Using Spots

SOLVAY SALES Corp., New York (chemicals), is sponsoring a campaign of five-minute spot announcements on a list of Southern stations, which was not available through the agency handling the account, Atherton & Currier, New York, as spots are placed locally in each city by a representative of the Solvay Corp.

ENTRY of the Crosley Corp. into the low-priced automobile manufacturing field was indicated March 28 by Lewis M. Crosley, executive vice-president. The name of the company recently was changed from Crosley Radio Corp. to Crosley Corp., in anticipation of the automotive operations.

WRVA 50,000 WATTS GIVES YOU MORE THAN RICHMOND OR NORFOLK

POPULATION
WRVA MARKET
1,625,955

NORFOLK MARKET
227,026

FOOD SALES
WRVA MARKET
$61,965,000

NORFOLK MARKET
$18,710,000

APPAREL SALES
WRVA MARKET
$21,770,000

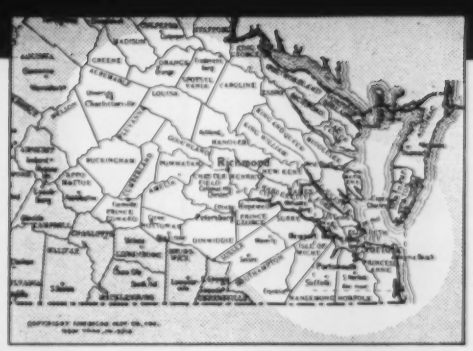
NORFOLK MARKET
$9,390,000

AUTOMOTIVE
WRVA MARKET
$37,641,000

NORFOLK MARKET
$11,218,000

BUILDING MATERIALS
WRVA MARKET
$8,979,000

NORFOLK MARKET
$2,760,000



THE CHART and the map tell most of the story of WRVA's new 50,000 watt market! Our figures are from the U. S. Dep't. of Commerce 1935 Census of Business. The Norfolk "Metropolitan Market" figures (including six cities) are quoted by a Norfolk radio station. WRVA in Richmond--Virginia's only 50,000 watt station--provides this area with both Columbia and Mutual programs.

PAUL H. RAYMER CO., *National Representative*

NEW YORK CHICAGO DETROIT SAN FRANCISCO

CBS WRVA MBS WRVA **WRVA 50,000 WATTS**

Copyright Formula Is Adopted By NAB, Getting Early Start

Committee Unanimously Favors Paying Royalties Only on Income Derived From ASCAP Catalog

SEEKING to avert the turmoil of past years in negotiating an equitable performing rights contract with ASCAP, the 15 members of the recently appointed NAB Copyright Committee on March 21 adopted a resolution authorizing "immediate negotiations" for a new contract to supplant that now in effect and expiring at the end of 1940.

Acting unanimously, the committee adopted a resolution authorizing NAB President Neville Miller to undertake the negotiations for a new contract based on "the principle of paying royalties on only that revenue derived from the sale of time for programs involving the use of the ASCAP catalogs." This in substance is the form of the so-called newspaper contract which ASCAP has in force with many newspaper-owned stations. The general contract now operative and agreed to by broadcasters in eleventh-hour negotiations in 1935, specifies that stations pay to ASCAP 5% of their receipts from all program service plus an arbitrary sustaining fee.

United Action Urged

The Copyright Committee met at the Ambassador Hotel, New York, March 20-21 at President Miller's invitation after he had made a study of the entire problem, which has been one of radio's most controversial issues practically since commercial broadcasting began. The group agreed that industry problems can be satisfactorily solved only by united action. Networks went along with independents in approving the resolution, which seeks definite acceptance of the new principle from ASCAP by May 31 so that recommendations on it can be considered by the NAB membership at the convention scheduled for Atlantic City July 10.

Optimism prevailed among committee members following adoption of the resolution. The general view was that progress had been made in aligning a "united industry front" to deal with the problem, which involves payment by broadcasters of an estimated four million dollars annually to ASCAP for the right to perform its music.

Coincident with the meeting, it became evident that ASCAP is unlimbering its big guns in an offensive against the broadcasting industry. E. C. Mills, chairman of ASCAP Administrative Committee, in a published interview, declared that the NAB "with characteristic stupidity and shortsightedness" is making the broadcasting industry "the goat". Bitterly attacking what he called the industry's policy of "vilification", he said that if it continues, the song writers of America will refuse to license use of their works by any broadcasting station when the present contracts expire.

The March 23 issue of *Ken Magazine* carried an article by Lloyd Morris, plus a two-page layout of pictures, dealing with ASCAP. The article described ASCAP as "one of the most powerful organizations in the world." It pointed out that five States have enacted laws forbidding it to function in their borders and that it can take jazz music off the air.

"It dictates terms to a group of industries whose annual revenue exceeds five billion dollars, and derives wholly or partly from the public performance for profit, of copyrighted music."

The article stated that in 1937 ASCAP gross revenue from licenses amounted to approximately $6,000,000, of which 62% was derived from broadcasting; 21% from theatres and movie houses; 12% from restaurants, hotels and cafes; 3% from dance halls, and 2% from miscellaneous enterprises.

Discussing expiration of ASCAP contracts with stations, the article stated that Gene Buck, ASCAP president, in 1932 held "a big stick" over broadcasters by threatening to take ASCAP's repertory off the air.

"Should the radio interests refuse to meet whatever new terms he imposes next year, he will undoubtedly resort to the same threat," the article continued. "And he will be ready to carry it through. He knows—and the broadcasters, to their cost, also know—that they cannot operate using only music more than 56 years old."

Although present ASCAP contracts do not expire until Dec. 31, 1940, the resolution adopted by the NAB Committee stipulates that "negotiations shall be carried on with the object of obtaining definite acceptance on a practical basis to the above principle from ASCAP by May 31," so that definite recommendations may be made to the NAB convention in July.

In other words, the broadcasters are making sure that they will not again wake up on the eve of contract time to find themselves disorganized and forced to accept whatever terms ASCAP may choose to dictate. By starting now, 20 months in advance, the industry proposes to move slowly and surely, laying its plans to meet all contingencies, so that when a contract is drawn it will be on a sound business basis that will protect the rights of the broadcasters as well as of the copyright proprietors.

Committee members present at the meeting were: Edwin W. Craig, WSM, Nashville; Walter J. Damm, WTMJ, Milwaukee; John Elmer, WCBM, Baltimore; Gregory Gentling, KROC, Rochester, Minn.; Edward Klauber, CBS, New York; Niles Trammell, NBC, New York; Clair McCollough, WGAL, Lancaster; John Shepard 3d, Yankee Network, Boston; Theodore C. Streibert, MBS, New York; Harold Wheelahan, WSMB, New Orleans; E. B. Craney, KGIR, Butte; I. R. Lounsberry, WGR-WKBW, Buffalo; T. W. Symons Jr., KXL, Portland, Ore.; Neville Miller, NAB president, and Edwin M. Spence, NAB secretary-treasurer.

It was pointed out that one of the most significant indications of industry unification is the fact that members of this group, representing national and regional networks, affiliate stations, independent stations, large stations and small stations from all parts of the country, should have pledged themselves to act together in this matter, dealing with ASCAP not as individuals but as an industry, dealing not for individual advantage but for the common good of the whole industry.

Full text of resolution follows:

"WHEREAS in the opinion of the NAB the ASCAP's present method of licensing broadcasters to use the Society's music is inequitable, inasmuch as it compels broadcasters to pay fees on programs not using ASCAP music, and

"WHEREAS it is imperative that the industry assure itself of an adequate supply of music on an equitable basis after the expiration on December 31, 1940, of the broadcasters' present contracts with ASCAP in order to safeguard both the industry and the public.

"THEREFORE, be it unanimously resolved, that the Copyright Committee of the NAB, consisting of representatives of all elements in the industry, authorize Neville Miller, president of the NAB, in conformance with the authority already conferred upon him by the Board of Directors of the NAB, to enter into immediate negotiations with ASCAP and that in conducting such negotiations he be authorized to draw upon this Committee and its membership for such assistance as he may desire and,

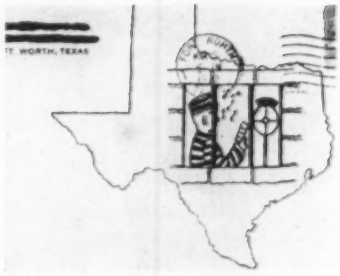
"BE IT Further Resolved, that such negotiations shall be predicated on the principle of paying royalties on only that revenue derived from the sale of time for programs involving the use of the ASCAP catalogues, and

"BE IT, Therefore, Further Resolved that negotiations shall be carried on with the object of obtaining definite acceptance on a practical basis to the above principle from ASCAP by May 31, in order that the Copyright Committee may be fully advised so as to make a complete and definite report with recommendations at the NAB annual meeting to be held July 10, 1939."

Paine Noncommittal

Asked to comment on the resolution, John G. Paine, general manager of ASCAP, declined on the grounds that the resolution is "too sketchy for comment". He said he would be glad to start negotiations early so that there would be ample time to find a formula that will be most satisfactory to both sides, adding that ASCAP is entering the negotiations with only one set policy, "to permit no discrimination of any nature in the licensing set-up if it can possibly be avoided."

Mr. Paine said that he had told Mr. Miller he would prefer to handle the copyright sale on a per-piece basis, as he had handled the transcription rights when he was with MPPA, but that the vast number of musical selections used daily by the broadcasters would probably make this method of operation too cumbersome to be practicable.



SO WELL known is the *30 Minutes Behind the Walls* program carried over WBAP, Fort Worth, every Wednesday night for the last year from the State penitentiary at Huntsville, that this envelope, containing a fan letter, was promptly delivered to the "radio director" of the prison.

IMPORTANCE OF RADIO COLUMNS

Shown in Survey by Fortune; Over Half Read Them Habitually or Sporadically

ALMOST one-third of the nation reads newspaper radio columns faithfully, and another third sporadically, according to the April survey of *Fortune* Magazine. This is about as good an average as the readership of the women's and sport pages, *Fortune* pointed out, adding that the radio pages probably have a greater following and influence than commonly credited them.

Answering the question: "Do you read the columns in the newspapers about the radio stars and programs?", 31.7% said "yes", 33.5% "occasionally" and 34.8% "no". To the further query: "(If yes or occasionally) Do they help you to choose what you want to listen to on the radio?", 53% of the readers, or 34.6% of the total population, answered "yes"; 25.9% of the readers and 16.9% of the population said "sometimes", and 21.1% and 13.8% said "no".

Interpreting these statistics, *Fortune* explained: "It seems that 51.5% of the population (34.6% plus 16.9%) are habitually or sometimes guided in the selection of their air entertainment by what they see on the radio page, which in turn presumably influences both their culture and their buying habits. Considered in this light the radio page appears immensely influential because nothing else in a newspaper induces many people at home to do immediately anything much more important than baking a cake."

"The breakdowns show that readership of radio columns is about 10% heavier among women and among people under 40 than among men and older people. But as between income groups it is almost uniform from top to bottom. The influence radio columns have upon choice of program, among those who do read them, is also greater among young people and women, and is nearly 10% greater among the poor than the prosperous," the report concluded.

AS GOOD AS THEY LOOK

Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg. · PITTSBURGH, PA.

. . . Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?

BLAW-KNOX
VERTICAL
RADIATORS

Fitzpatrick & Patt Given Promotions

Named Executive V-P and V-P Of Three Richards Stations

ELECTION of Leo J. Fitzpatrick, vice-president and general manager of WJR, Detroit, as executive vice-president of WJR, WGAR, Cleveland, and KMPC, Beverly Hills, Cal., the three stations controlled by G. A. (Dick) Richards of Detroit and California, was announced March 21. Simultaneously,

Mr. Patt

Mr. Fitzpatrick

John F. Patt, formerly general manager of WGAR and its vice-president, was named vice-president for the three stations.

The promotions grew out of a meeting of the boards of directors of the three stations at the home of Mr. Richards in Palm Springs on March 20. Mr. Richards, in frail health for the past year, has decided to retire from the active direction of the stations. He is also president of the Detroit Lions, professional football team, and it is understood, will relinquish that operation to William A. Alfs, attorney and stockholder in WJR. Also at the meeting was P. M. Thomas, WJR business manager.

While Mr. Richards will remain as president of the stations, Mr. Fitzpatrick will assume active general management. He will continue to make his home in Detroit but will divide his time among the three cities. Mr. Patt will reside in Cleveland and supervise WGAR's direction but also will commute between the three cities.

Mr. Fitzpatrick, 44, came to Detroit from Kansas City in 1925 and entered the employ of WJR. He is a former president of the NAB and is one of radio's pioneer executives.

Mr. Patt, 34, has been general manager of WGAR since 1930. Before that he was on the WJR executive staff. He likewise has been active in industry affairs and is a former NAB director.

General manager of KMPC is Leo B. Tyson, who has served in the post since Mr. Richards acquired the station some two years ago.

Frigidaire Schedule

FRIGIDAIRE DIVISION, General Motors Sales Corp., Dayton, O., on March 19 started a varying schedule of chain breaks and live one-minute announcements on the following 51 stations: WOKO KGNC WSB WFBR KGHL WAPI WNAC WBEN WLS WKRC WGAR WBNS WFAA WHO WWJ KMJ WTIC KPRC WIRE WJAX WDAF KFI WHAS WREC WTMJ KSTP WSM WWL WOR WABC WJAR WKY WOW WCAU WCAE KGW WTAR WRVA WDBJ WHAM WOAI KSFO KOMO KSCJ KHQ KMOX WFBL WFLA WSPD WJSV KFH. A few more stations may be added to the list, according to Holly Shively, time buyer of Lord & Thomas, Chicago, agency handling the account.

Ways of Increasing Potency of Radio Shown in Report on Princeton Survey

"ANYONE who uses radio for some purpose is concerned with the question of how to increase its effectiveness," writes Dr. Paul F. Lazarsfeld, director of the Princeton Radio Research Project, in the introduction of the forthcoming special radio issue of the *Journal of Applied Psychology*.

"The educator, the advertiser, the entertainer, the molder of public opinion, all want to convey a message, and so they are all faced with the following standard set of questions: To what degree are people ready to accept the message? What is the best specific form in which to put it on the air? With what potentialities and limitations must we reckon, if we use radio rather than another medium of communication? To what extent has our message reached its mark?"

HEADS together, Dr. Frank Stanton, CBS research director (right), and Paul F. Lazarsfeld, head of the Princeton Radio Research Project, examine some data. With Hadley Cantril, Princeton professor of social psychology, Dr. Stanton is an associate director of the project.

How They Listen

The 20 papers in the volume, based largely on the preliminary work of the Princeton project, are all concerned with radio, Dr. Lazarsfeld states, but they "do not answer material questions; they report how psychologists have gone about seeking these answers." His own contributions are a paper on "Interchangeability of Indices in the Measurement of Economic Influences," and one on "The Change of Opinion During a Political Discussion". Dr. Frank Stanton, research director of CBS and associate director of the Princeton research program, writes on the "Factors Involved in 'Going on the Air'", a paper pointing out how the large amount of data collected each year by the broadcasting industry has created a rich new field of material for the social scientist.

Despite the emphasis on technique, a number of the papers contain material of interest to broadcasters, advertisers and agencies as well as to the research specialists. Reporting on an index of radio-mindedness and its applications, Francis Ollry and Elias Smith of the Princeton group found that women listen more than men; younger people listen more than older people; there is a direct correlation between radio-mindedness and length of listening time and little evidence of "psychological deafness" or listening without hearing; the more radio-minded people are, the less interested they are apt to be in cultural programs.

Comparing three indices of attitude toward radio advertising, Jeanette Sayre of the Princeton project found "a few people who were violently opposed to radio advertising, but none who were strongly for it," but that the average for the group was somewhat higher than the hypothetical average, "showing that the group interviewed was not so opposed to radio advertising as had been expected from previous studies." When people were asked how much they would be willing to pay each month in order to have the programs now on the air but without advertising, "an overwhelming majority of the people interviewed would pay nothing at all." Asked to estimate the length of the commercials on the average 15-minute program, the majority overestimated the time widely.

Pointing out the need for care in interpreting any attitude measurement, Miss Sayre adds that "the mere fact of making people aware by implication that the fight against commercial advertising might mean paying a license fee, immediately improves their attitude toward commercials perceptibly."

An experimental method of testing spot announcements, conducted at Dartmouth by C. E. Osgood, C. N. Allen and H. S. Odbert, in which 100 recorded announcements, advertising each of 10 different commodities with 10 different appeals, disclosed the fact that for Dartmouth students, at least, self-esteem was the best and comfort the poorest appeal. Reporting on a study of "favorite" programs, Hazel Gaudet describes the differences in results when students at Princeton were asked first to list their five favorite radio programs and then, on a second page, to rate them in order of preference. Individually, the order is quite different; collectively, the group's favorites from the mere listings were Jack Benny, Charlie McCarthy, Benny Goodman, N. Y. Philharmonic and Robert Benchley, but the leaders as shown on the deliberate rating sheets are N. Y. Philharmonic, *Information Please*, Toscanini, Ford Hour and Jack Benny.

How Income Groups Listen

Miss Gaudet also warns against comparing results of a single-program study, such as this, with studies of program types. "There are many dramatizations and stories on the air but relatively few variety programs. It was found that if single programs are combined into types, dramatic programs rank high because of the frequency with which different programs are mentioned, whereas when types of programs were checked directly the group liked comedy and variety programs with greater intensity."

A report on the relative preference of low income groups for small stations, by Alvin Meyrowitz and Marjorie Fishe, substantiates the fact that listeners on lower economic levels devote a larger proportion of their time to smaller stations than do wealthier listeners.

The 219-page special issue of the *Journal* will be published early in April by James P. Porter, editor, at Ohio University, Athens, O.

Free Air Is Urged By Senator Byrd

COMPLETE freedom of radio in this country was urged by Senator Harry Flood Byrd (D-Va.), speaking March 17 over WRVA, Richmond, and a CBS network on the occasion of WRVA's dedication of its new 50,000-watt transmitting plant. Senator Byrd declared that a limited radio in this country was unthinkable, citing the example of the dictator nations, and he paid tribute to the owners and operators of WRVA in recalling the station's inception in 1925.

Every station in Virginia joined in saluting WRVA during a seven-hour broadcast starting at 8 p. m., a half-hour of which was carried over the network. Gov. James M. Price of Virginia was the other principal speaker. Senator Byrd's talk was picked up from Washington. Salutes to WRVA were carried from WTAR, Norfolk; WGH, Newport News; WCHV, Charlottesville; WSVA, Harrisonburg; WLVA, Lynchburg; WBTM, Danville; WDBJ, Roanoke; WMBG, WRNL and WRTD, Richmond; WBT, Charlotte, N. C.

Reviewed during the program was the progress of WRVA from a 1 kw. station that took the air Nov. 2, 1925, to the present power under supervision of Calvin T. Lucy, general manager. In a special section of the *Richmond News-Leader* the conception of the station in the mind of Charles Larus III, grandson of the founder of Larus & Bro. Co., owners of WRVA, was recalled along with the interest taken in young Larus' own "ham" station by his uncle, Pleasant L. Reed, now president of the firm.

Installation of the new equipment was completed in four months. Ground was broken Sept. 29, 1938, and equipment tests were begun last Jan. 12 on the 100-acre tract, "Edgeworth", historic site adjacent to the early home of John Rolfe and his Indian Princess bride, Pocahontas. The site was selected by Paul F. Godley, engineering consultant.

The transmitter building was designed by Marcellus E. Wright, of Richmond, and is of James River architecture. Two 470-foot Blaw-Knox towers radio the directional signal which covers the entire Tidewater area.

WBT, Charlotte, N. C., presented an array of outstanding performers March 22 in broadcasting a salute to WRVA, one of a series presented by CBS stations.

Mary Pickford Test

MARY PICKFORD COSMETICS, New York, is sponsoring a two-month test campaign of one-minute spot announcements, six to nine times weekly on WSYR, Syracuse; WMBG, Richmond; KRLD, Dallas; WHN, New York, using the three copy appeals of price, "romance" and quality. More radio is planned later this spring. Campbell-Ewald Co. of New York places the account.

H & H in Midwest

H & H CLEANER Co. Inc., Des Moines (rug, carpet, upholstery cleaner), has started a campaign of minute thrice-weekly announcements on nine Midwestern stations. John H. Dunham Co., Chicago, handles the account.

XUM

Now!
REPRESENTED BY
PAUL H. RAYMER
COMPANY
NEW YORK
366 Madison Avenue
DETROIT
2-123 General Motors Building
CHICAGO
435 N. Michigan Avenue
SAN FRANCISCO
1814 Russ Building
KTAR
PHOENIX - NBC RED and BLUE
1000 WATTS FULL TIME 620 KILOCYCLES
KVOA
TUCSON - NBC RED and BLUE
1000 WATTS FULL TIME 1260 KILOCYCLES
Arizona BROADCASTING CO. Inc.
the ABC OF RADIO IN ARIZONA

Plans Completed For RCA's Video Exhibition at Fair

Half-Dozen Other Firms Will Market Televisors Soon

WITH RCA definitely scheduled to bring television into the open during the New York World's Fair, starting April 30, and with at least a half-dozen additional manufacturers preparing to place televisors on the market at that time, Ralph R. Beal, RCA director of research, on March 25 announced completed plans for the RCA exhibit at the Fair and made known that 10 hours of television programs will be broadcast daily from NBC studios in Radio City via the Empire State Bldg. transmitter.

Revised exhibit plans call for division of the television exhibition and demonstrations in the tube-shaped RCA Bldg. at the Fair into eight sections or displays: Hall of television, television laboratory, radio living room of tomorrow, radio living room of today, telemobile unit, television camera setup and model television transmitter, laboratory model of "flask" type of television receiver, stock model of television receiver in clear glass cabinet.

Hall for Viewing

Early plans of the ground floor of the building have been redesigned by the architects to include a suitable hall for viewing television reception, and new equipment also was designed. Installation of this equipment will start about April 1.

The RCA exhibit building, now completed, is shaped like a huge radio tube attached to a base and the whole lying on its side. The base forms the front section of the building. The tube proper, or rear section, is where the television hall has been located. Approximately square in shape, the hall will accommodate, in addition to its equipment, more than 150 persons at a time. It will be luxuriously appointed, and will have special air-conditioning, lighting effects and acoustical treatment.

The equipment to be installed consists of 13 of RCA's newest stock model television receivers and a projection-type receiver which is still in the laboratory stage of development. The projection receiver will be set up to focus on a 6x10 foot screen across one corner of the room. The stock model receivers will be arranged in three tiered semi-circular rows behind the projection unit. This arrangement will permit spectators to view the images on the stock receivers and compare them with the projected images on the screen.

Ten hours of television programs daily will be picked up on the receivers in the RCA exhibit, starting at 11 a. m. and running continuously until 9 p. m. The programs will consist of presentations from the NBC studios in Radio City, broadcast via the Empire State transmitter; outside pickups by the telemobile unit on the RCA exhibit grounds, on the Fair grounds and in New York City, and motion pictures picked up locally by means of a special television film scanning device.

Some of the most interesting shows are expected to come from the telemobile unit. After seeing the exhibits in the RCA building, visitors will enter the gardens at the rear, where several special exhibits are located. Here, "vox pop" television presentations will be made, wherein the visitors themselves will be televised as they are interviewed by announcers. At other times, the telemobile equipment will be used to pick up the more spectacular events staged by the Fair and outdoor events of news value as they occur in New York. This activity will follow the pattern of the recent RCA-NBC demonstrations in Washington [BROADCASTING, Feb. 15].

In addition to television, the RCA exhibit will present special displays of radio facsimile, international radio communications, marine radio and safety devices, sound

(*Continued on page 45*)

CBS Plans First Tests of Television In May as Transmitter Work Advances

INSTALLATION of the CBS television transmitter atop the Chrysler Tower in New York City is virtually complete and the network hopes to make its first test telecasts sometime in May, Dr. Peter Goldmark, chief television engineer of CBS, stated March 21, when he conducted a group of radio editors on an inspection tour of the Tower's 73d, 74th and 75th floors, where the equipment is located. The transmitter, which was built by RCA, embodies the latest principles of television design, he stated, and has a power output of 7½ kw. audio and 15 kw. video.

The antenna, not yet installed, is of a new design worked out by Dr. Goldmark in collaboration with consulting engineers. Because this antenna will permit the focusing of the video signals in a vertical direction instead of spraying them out spherically, the CBS signals will be four times as strong as those of the NBC television transmitter, although the power output is identical, he said. CBS engineers have also designed the equipment for film transmission and some of the studio equipment.

Costly Preparations

Actual installation of the transmitting equipment in the tower began in January, although preparatory work in the tower has been under way since last fall, Dr. Goldmark explained. Apparatus for both video and audio transmission is now in place and has been wired and when the antenna has been erected and the power brought in, testing will begin. CBS will have expended about $600,000 before the first video program goes on the air, he said, including the cost of the apparatus, $400,000, and about $200,000 for installation costs.

For the present, at least, CBS has no thought of building other television transmitters in other cities, he said, but will concentrate on New York with its experiments in sight broadcasting. Neither does CBS expect to make any video pickups from the World's Fair grounds or other remote spots, he added, but will broadcast all its experimental visual programs from the studio in the Grand Central Bldg., across the street from the Chrysler Bldg.

Probably the largest studio to be used in broadcasting, the CBS quarters consist of a single room 270 feet long, 60 feet wide and 45 feet high. At one end a control room, where the programs will be monitored, is now nearing completion. A projection studio for use in televising moving pictures is also under construction. Work on the studio is expected to be completed in May at about the time the transmitter is ready to begin operations. Gilbert Seldes, director of television programs for CBS, has for more than a year been planning experimental programs, but he has not yet made any announcement regarding them.

Installation of the transmitter apparatus in the Chrysler Tower presented many problems to Dr. Goldmark and G. S. McAllister, CBS director of construction. The building elevators were needed during the daytime for normal traffic and were available to the construction crew only between 7 p. m. and 6 a. m. Furthermore, the regular freight elevator went only to the 60th floor and a special hoist was constructed to lift the bulky equipment the rest of the way through the fire well. Moving heavy equipment from elevator to hoist and from hoist through narrow corridors was another problem that was only solved after much careful calculation.

Raising the cable from the basement level to the 74th floor was another stickler. Because the cable almost filled the conduit it was feared the lead covering would swell from the heat of the friction and jam, but coating the conduit with heavy grease avoided this trouble. By detaching the elevator cab and using the drum, the cable was hoisted without installing special winches, as had been thought necessary at first.

At present the engineers are working on the problem of air-conditioning the tower to maintain the required constant temperature of 90 degrees, which means changing the air three times a minute because of the intense heat generated by the equipment, without creating a constant gale. Another puzzler is the antenna installation. The arms of the antenna will extend out of small openings in the spire and the swirling wind curents make anchorage a problem that has not been solved. The antennas are being made to withstand a wind velocity of 150 miles an hour, with a large additional safety margin.

Anthony Seeks Television

EARLE C. ANTHONY Inc., operating KFI and KECA, Los Angeles, made known its intention of entering the television field March 25 when the FCC announced its application for an experimental visual broadcasting station to operate with 1,000 watts on 42000-56000 kc. The station would be located at a site to be determined in Los Angeles. RCA equipment would be used. The Anthony television application is the fifth now pending before the FCC's television committee, the others being those of WTMJ, Milwaukee; Crosley Radio Corp., Cincinnati; Don Lee Broadcasting System. San Francisco, and KSTP, St. Paul. All of the applications have been referred to the FCC television committee.

". . . resemblance in this telecast to any person, living or dead, is purely coaxial."

This creation is the combined work of A. B. McGill, KDKA sales promotion manager, and Lynn Morrow, multi-talented KDKA salesman. Any resemblance of the televised figure to Milton J. Cross, NBC announcer, is purely accidental, McGill warns.

Crosley Acquires Television Studio

LEASE OF the entire 48th floor of the Carew Tower, tallest building in Cincinnati, for construction of television studios, was announced March 23 by James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting. The tower is 574 feet high and on clear days commands a view of more than 25 miles, making it ideally suited for transmission of ultra-high frequency "line of sight" television transmission, he said.

The Crosley application for a 1,000-watt television transmitter, to use the 50,000-56,000 kc. band, was referred March 20 by the FCC to its television committee, comprising Commissioners Craven, chairman, Brown and Case. Simultaneously an application of Don Lee Broadcasting System for a similar station in San Francisco using the same band, was referred to this committee.

Both applications are designed to develop television broadcasting as a program service and as a means of testing public reaction rather than for technical development. Apparatus experimentation, however, is contemplated. A similar application of WTMJ, Milwaukee, was referred to the FCC television committee several weeks ago, which also had before it consideration of definite standards for television development.

Crosley announced that the entire top floor of the Carew Tower is being renovated for construction of studios, control rooms, observation rooms, and air conditioning equipment. Tentative plans call for a projection room for motion pictures, a large studio with raised stage, plus the transmission equipment. Because the tower is one of the tallest structures in the Midwest, Mr. Shouse declared it was ideal for television transmission. A corp of television experts will be employed by Crosley to assist in the construction.

XUM

DON LEE, MY PAL?

In a pig's eye!

You Don Lee boys haven't got a good enough story with 28 primary stations and 9 out of every 10 Pacific Coast radio homes within twenty-five miles of a Don Lee transmitter, you gotta stick a mail hook on some of your sustainings to prove, fer gossakes, that these Don Lee fans are really listening!

Get a load of this . . . 3 announcements on Fulton Lewis* at 4 P.M. and I throw a hip out of joint packing 25,000 letters . . . you give away a pamphlet on Haven of Rest* at 8:15 A.M. and it's 22,000 . . . and to top it all, 3 plugs on Shafter Parker* at 6:15 bucking Lux, We The People, Texaco, Good News, Major Bowes and Orson Welles, bring in 32,000 and they're still coming. I oughta tell Jim Farley!

You bet they're listening to Don Lee . . . from Mexico to the Canadian border. They're listening in Los Angeles and Seattle, and San Luis Obispo and Wenatchee where they can't hear anything except Don Lee. They're listening to their own LOCAL station within their own trading area. It's this kind of coverage that pays the kind of sales dividends that attracts the kind of sponsor that depends on the good judgment of a perspicacious time buyer like you.

***These three proven programs are available for sponsorship. Want prices?**

DON LEE

MUTUAL BROADCASTING SYSTEM

1076 West 7th Street, Los Angeles, California
Thomas S. Lee, Pres.
Lewis Allen Weiss, Vice-Pres. and Gen. Mgr.
Affiliated with Mutual — Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

Lineup for Radio At New York Fair

Complete Coverage Is Planned By Networks and Stations

RADIO Department of the New York World's Fair has released a general survey to publicize as completely as possible how radio, television and facsimile will be used to send programs originating at the exposition around the world and to show the millions who visit the Fair how these three modern devices for communication have progressed.

Mr. Young

A. A. Schechter, NBC special events director, Paul White, CBS director of public events, and G. W. Johnstone, MBS publicity director, have been meeting constantly during the past month with John S. Young, director of radio and television for the Fair, to lay plans for complete coverage. Many sponsors exhibiting at the exposition have expressed interest in broadcasting from the grounds, and a large number of the network shows will probably originate there. A list of these will be announced later.

Special Programs

WLW, Cincinnati, owned by the Crosley Corp., will operate a transmitter from its own building in the Communications Zone. WNYC, New York's municipal station, will be particularly active as the voice of New York, covering daily special events from five specially-built studios in the Municipal Building. Two programs already set by WNYC are *Today at the World's Fair*, a daily calendar of events, and *Pleased To Meet You*, a series of interviews with distinguished visitors. Other New York stations are planning to rent studio space to pick events of local interest. WHOM, Jersey City, will have a studio-office at the Fair and will broadcast many programs from the Polish and Italian pavilions.

Special broadcasts saluting the Fair will be heard on the associated stations of the Intercity Network, starting April 2, to be heard each Sunday afternoon from 2:30 to 3 as an extension of the foreign salutes from European nations which are now featured on the networks. The programs, known as *Intercity Salute*, will end some time in May with a special return salute from WMCA, New York, featuring World's Fair officials and entertainment by a group of New York talent.

The theory and practice of television will be demonstrated in seven distinct sections of the RCA building. [See story on page 32].

General Electric Co. will give visitors an opportunity to see television in action and take part in its programs. Visitors to the Westinghouse exhibit will also be invited to speak and act before a television camera. A receiver will be installed in the executive lounge of the Ford building.

Crosley Corp. will stage a demonstration of facsimile, exhibiting the Crosley "Readio," designed by Finch Telecommunication Laboratories, which will show the transmission of printed matter and pictures as they are recorded on paper at the receiving end. RCA will exhibit a facsimile scanning apparatus, which will pick up material from a city newspaper and reproduce it.

The public address system will be operated by the Fair's radio department. Located in the Communications building, the system will consist of four studios, master control room, recording library, two sound trucks for pick-ups, portable equipment and 16 outlets located at such points as the Perisphere, entrance gates, Court of Peace, Court of States and various bridges.

Networks Schedule Changes With Daylight Saving . . .

MANY summer changes in network programs now scheduled will take effect during the next few months, for the most part because of Daylight Saving Time, which starts at 2 a. m., April 30, and the usual cessation of seasonal accounts.

Nine of NBC's seasonal advertisers are dropping the following programs:

Sherwin-Williams Co. (paints), *Metropolitan Auditions of the Air*, April 2.

Musterole Co., *Carson Robison & His Buckaroos*, April 3; they will broadcast from England this summer.

W. R. Warner & Co. (pharmaceuticals), *Warden Lawes*, April 14.

John Morrell & Co. (dog food), *Bob Becker*, April 23.

Benjamin Moore & Co. (paints), *Betty Moore*, April 1.

Thos. Cook & Son-Wagons-Lits, *Man From Cook's*, March 19.

American Rolling Mill Co., *Armco* program, April 9.

Grove Laboratories, *Fred Waring*, March 4.

Vick Chemical Co., *Seth Parker*, March 19.

Three children's programs on NBC have ceased: Bowey's Inc. (Dari-Rich Chocolate Milk), *Terry & the Pirates*, March 22; Kellogg Co., *Don Winslow*, March 24; Ralston-Purina Co., *Tom Mix*, March 24.

Miles Laboratories (Alka-Seltzer), on April 21 will drop *Uncle Ezra* on NBC-Red, and continue the *National Barn Dance* on NBC-Blue.

On MBS, Philip Morris & Co. has changed *What's My Name* program to *Guess Where*, and Delaware, Lackawanna & Western Railroad Co. (Blue coal), stopped *The Shadow*, on March 19.

CBS loses the following shows for seasonal and other reasons:

General Mills (institutional), *H. V. Kaltenborn*, March 26, replaced by the company's extensive sponsorship of baseball.

Chesebrough Mfg. Co. (vaseline), *Dr. Christian*, April 11.

Continental Baking Co., *Wonder Show* with Jack Haley, April 7.

General Foods (Huskies), *Joe Penner*, April 6, to be replaced by *Joe E. Brown*, now heard on Saturdays, 7:30-8 p. m.

Penick & Ford, (My-T-Fine desserts), *The Mighty Show*, April 28.

General Foods (Sanka), *We, the People* will continue on CBS throughout the summer except for a three-week period in August.

Nine CBS programs, because of Daylight Saving Time, will shift some of the midwest stations now carrying the early broadcast to rebroadcast schedules, as follows:

General Foods (La France & Satina), *Mary Margaret McBride*, effective May 1, KLZ, KNX, KSFO, KARM, KROY to rebroadcast.

General Foods (Post Toasties), *Joe E. Brown*, effective April 6, KLZ, KOY, KTUC, KSL, KARM, KNX, KOIN, KROY, KSFO, KIRO, KFPY, KVI to rebroadcast.

General Foods (Postum), *Lum & Abner*, effective May 1, KRNT, WFBM, WHAS, KMOX, WAPI, KLRA, WREC, WLAC, KRLD, KTRH, KOMA, KTSA, KTUL, WCCO to rebroadcast.

Ligget & Myers (Chesterfield cigarettes), effective May 3, *Paul Whiteman* on Wednesdays, and *Burns & Allen*, Fridays, KRNT, WFBM, WHAS, KMOX, WEOA, WISN, WMBD, WIBW, KFH, WAPI, WDOD, WNOX, KLRA, WREC, WCOC, WSFA, WLAC, WWL, KRLD, KTRH, KOMA, KTSA, KWKH, KTUL, WOC, KDAL, WMFG, WHLB, WTAQ, WKBH, WCCO, WNAX, WRBL to rebroadcast.

Proctor & Gamble Co. (Drene), *Jimmie Fidler*, effective April 25, WBBM, KRNT, WFBM, WHAS, KOIL, KFAB, KMOX, WGST, WAPI, KRLD, KLZ, KDAL, WMFG, WHLB, KTRH, KLRA, WREC, WCCO, WLAC, WWL, KOMA, KSL, KTSA, WNAX, KTUL, KARM, KNX, KOIN, KSFO, KIRO, KFPY, KVI to rebroadcast.

Campana Sales Co., *First Nighter*, effective April 28, KOY, KTUC, KSL, KNX, KOIN, KROY, KSFO, KIRO, KFPY, KVI to early broadcast, 8-8:30 p. m.

U. S. Tobacco Co., *Pick & Pat*, effective May 1, KRNT, WFBM, WHAS, KMOX, WIBW, WAPI, WREX, WLAC, KOMA, KTSA, KWKH, KTUL, WCCO, WNAX to rebroadcast.

Philip Morris & Co., *Johnny Presents*, effective May 6, KRNT, WFBM, WHAS, KMOX, WISN, KFH, WAPI, KLRA, KRLD, KTRH, KTSA, WOC, WCCO, KOIL to rebroadcast.

Pet Milk Sales Co., *Mary Lee Taylor*, effective May 2, KLZ, KOY, KTUC to rebroadcast.

RCA Mfg. Co. sponsoring the *Magic Key of RCA* on NBC-Blue may discontinue the program late in April, although when BROADCASTING went to press, this cancellation was not definite.

New Rate Card of CBS Shows Recent Changes

CBS Rate Card 25, dated April 1, 1939, shows a total of 115 CBS affiliate stations, two more than the total on Rate Card 24, dated April 1, 1938, which the new card replaces. During the year CBS has added KGGM, Albuquerque; WWNC, Asheville; WABI, Bangor; WRBL, Columbus, Ga.; WBRY, New Haven-Waterbury; KOIL, Omaha; WGAN, Portland, Me., and WKAQ, San Juan, P. R., and has lost KNOW, Austin, Tex.; WLBZ, Bangor; WCOA, Pensacola; WBRK, Pittsfield; KSCJ, Sioux City; WACO, Waco.

During the year power increases have been granted to stations WGAR WJSV KRLD WDNC WMMN WTAQ WHP KGVO WRVA KTUL. Rates have been increased at WGAR WNAX and KTUL and will be at WJSV and KRLD as soon as their new 50,000 watts power goes into effect. Card also includes the new weekly and annual discount schedules recently announced [BROADCASTING, March 15.]

Tintex to Use 60

PARK & TILFORD Co., New York, is planning a spot campaign for Tintex dyes on a list of about 60 stations, starting late in April. Chas. M. Storm Co., New York, handles the account.

WCOA NBC's 172d

WCOA, Pensacola, Fla., on April 30 will join NBC as a supplementary station available to advertisers using the Red and Blue networks and only in combination with WALA, Mobile, Ala. Rate for the combination will be $120 per hour. WCOA, owned by the Pensacola Broadcasting Co., operates on 1340 kc. with 1000 watts day power and 500 watts night power. The station becomes NBC's 172d affiliate. WALA, effective April 1, has appointed John H. Perry Associates as national representatives. WALA is owned and operated by W. O. Pape of Alabama on a frequency of 1380 kc., 1,000 watts day and 500 night.

Miller, Ethridge Discuss Radio at the White House

NEVILLE MILLER, NAB president, on March 22 visited President Roosevelt for the first time since he took over the NAB helm last year. He was accompanied to the White House by Mark Ethridge, vice-president and general manager of the *Louisville Times* and *Courier Journal*, which operate WHAS. No word was forthcoming from the White House or the visitors following the conference. It is understood, however, that general industry affairs, particularly in connection with proposed legislation affecting radio, were discussed.

From other quarters word was received that the President thought broadcasters should have an opportunity to state their position in connection with new legislation. It is presumed he also expressed dissatisfaction regarding certain FCC personnel, reflecting views heretofore expressed. The President is believed to be sympathetic with the industry's demand for longer broadcast licenses, though he would not support any move which might strip the FCC of its control over licenses.

WRNL, Richmond Granted Fulltime

SUSTAINING a previous decision granting the application, the FCC March 21 granted WRNL, Richmond, authority to operate full time with 1,000 watts power on the 880 kc. channel, in lieu of its daytime operation on the frequency with 500 watts. The station is owned 60% by John Stewart Bryan, publisher of the *Richmond News Leader*, 20% by Tennant Bryan of that newspaper and 20% by Douglas S. Freeman, its editor.

In granting the application on a petition for rehearing, the FCC, Commissioner Sykes dissenting, vacated its previous decision of July 21, 1938. The grant specifies installation of a directional antenna.

"The proposed operation will not adversely affect the service of any existing station by virtue of objectionable interference or impair the ability of any existing station to operate in the public interest," it said.

WPTF Salutes WRAL

WRAL, new local in Raleigh, N. C., operating with 100-250 watts on 1210 kc., was saluted March 20 by WPTF, Raleigh, an hour before the station took the air. Richard H. Mason, WPTF manager, personally welcomed WRAL in the program of greetings and congratulations. Control of the station was transferred by FCC action March 13 to A. J. Fletcher, Raleigh attorney.

NORWEGIAN STATE BROADCASTERS, government-owned radio system of Norway, is sending a contingent of four men, headed by Carl Castren Lyche, to New York for the purpose of broadcasting by shortwave the opening of the Norwegian exhibit at the World's Fair. They will also travel through the United States to record a series of programs to be broadcast in Norway upon their return to Oslo.

"THE OTHER 17¾ HOURS" ON AN AVERAGE KLZ DAY

During 1938, KLZ's average broadcast day was divided as follows:

CBS Network Programs	**12 Hrs. 24 Min.**
KLZ-Produced Programs	
Musical	1 " 15 "
Newscasts, Special Events	1 " 4 "
Sports	49 "
Audience participation	30 "
Women's programs	22 "
Farm programs	20 "
Religion	14 "
Public Health	13 "
Civic Welfare	10 "
Children's programs	9 "
Miscellaneous	15 "

But what of the OTHER 17¾ hours?

● When the sign lights up to announce that your fifteen-minute broadcast is "on the air," that fifteen minutes becomes the most important quarter hour in the broadcast day to you. But to your cash register the other 17¾ hours are equally important. For any radio program, like any man, is known by the company it keeps.

In the Denver-Rocky Mountain region your program steps along in the van if aired over KLZ. KLZ's careful attention to its program structure attends to that. Local productions are constantly creating interest that makes renewal of sponsorship profitable year after year. Star-studded CBS network productions add the biggest names in radio. And KLZ's newscasts, the region's most popular news source, attract and hold such a following that never have they lacked sponsorship since their first day on the air four years ago.

KLZ has a way of making friends . . . with listeners, because it brings them the type of entertainment, the cultural, educational and newsworthy features they want . . . with advertisers, because it brings them increased sales through the consumer acceptance which KLZ gains for their products.

KLZ *Denver*

CBS AFFILIATE ↔ 560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY — REPRESENTED BY THE KATZ AGENCY, INC.

Meetings Planned To Discuss Radio Issues in Canada

CBC and Private Operators To Talk Over Problems

By JAMES MONTAGNES

OFFICIALS of the CBC and the Canadian Association of Broadcasters will meet in a number of informal conferences to smooth out the problems of Canadian broadcasting, it was decided at a meeting of the CBC board of governors and a committee of the CAB at Montreal, March 21-22. As a result of the discussion, delegates felt that the private broadcasters learned some of the problems facing the government-owned CBC and the latter became acquainted with some of the problems of private broadcasters. It was felt that the conference cleared the air and that the board of governors will better understand the private broadcasting industry as a result of the sessions held behind closed doors.

While an official statement was issued by L. W. Brockington, chairman of the CBC, it was learned unofficially that the CBC will likely relax its regulation on price mention insofar as stations near the international border are concerned. These stations, principally in Eastern Canada, compete with price-mention advertising from powerful United States stations which are as readily listened to as local Canadian stations. The impression gained by some of the delegates was that the CBC will allow the private broadcasters in such cities as Toronto and Montreal to experiment with price mention. The results, from public opinion, will guide a future decision on dropping the regulation banning price mention.

Second Net Discussed

"The policy of the corporation is to permit the formation of temporary auxiliary hookups subject to its control and direction, and consequently to remove the temporary restriction effective during the last few months," Mr. Brockington's statement read in part.

Broadcasters attending the meeting mentioned that a second national network was discussed, but no decision was made pending further consultation after the CBC has decided how to tie in its new 50,000-watt transmitters—CBA, Sackville, N. B., and CBK, Watrous, Sask. Meanwhile, private networks will be allowed only with permission of the CBC. It is thought that as a result of the conference, Canada may at an early date have competitive national networks, one operated by the CBC and affiliated private stations and others by entirely privately-owned stations.

No decision was reached on the CAB request for relaxation of the evening transcription prohibition. Further conferences between CBC and CAB officials are expected to smooth this problem out, especially as it affects stations with little local talent.

The CBC made it clear to private broadcasters that there was no chance of facsimile, television or further shortwave expansion going into private hands. The facsimile and television developments will be entirely operated by the CBC, if, as and when Canada goes into these fields, and no more shortwave developments are in view for private broadcasters until such time as the CBC has its shortwave station or stations in operation, dependent on finances.

So well pleased were the private broadcasters with what they accomplished at the meeting with the CBC board of governors, that on March 24 Harry Sedgwick, CAB president, wrote to Chairman Beaubien of the Parliamentary Radio Committee that the CAB withdrew its request to be heard before that body. He stated that the CBC governors had sympathetically heard the CAB grievances and they were being ironed out.

Present at the conference was practically the entire CBC board and attending also were Maj. Gladstone Murray, CBC general manager; Dr. Augustine Frignon, CBC assistant general manager; E. L. Bushnell, CBC program supervisor; H. N. Stovin, CBC station relations supervisor; Harry Sedgwick, CFRB, Toronto, CAB president; M. Elliott, CFCF, Montreal; Hon. P. R. du Tremblay, CKAC and CHLP, Montreal; Phil Lalonde, CKAC, Montreal; M. Lefebvre, CHLP, Montreal; Victor Neilsen, CFCF, Montreal; Stewart Neill, CFNB, Fredericton, N. B.; Major W. C. Borrett, CHNS, Halifax; H. Gooderham, CKCL, Toronto; Lt. Col. K. S. Rogers, CFCY, Charlottetown, P. E. I.; J. N. Thivierge, CHRC, Quebec; Dr. G. M. Geldert, CKCO, Ottawa; John Imrie, CJCA, Edmonton; H. R. McLaughlin, CJRC, Winnipeg; C. A. Campbell, CJRM, Regina; Gordon Love, CFCN, Calgary; F. H. Elphicke, CJCA, Edmonton; A. A. Murphy, CFQC, Saskatoon; G. C. Chandler, CJOR, Vancouver; P. H. Morris, CFPL, London, Ont.; Guy Herbert, CKOC, Hamilton, Ont.; J. M. Taylor, CFAC, Calgary; T. A. Evans, CAB secretary-treasurer, Toronto; Aime Geoffrion, K. C., and Joseph Sedgwick, K. C., counsel for the CAB, Montreal.

NEITHER flood nor fire deterred intrepid mobile unit crews of KMA, Shenandoah, Ia., and WIOD, Miami, from carrying descriptions of disasters to their audiences in mid-March. At left is Fred Greenlee, KMA special events man, nearly knee deep in the flood that engulfed the mainland near the station's transmitter, caused by torrential rains; for three days he broadcast from various points, including orders for evacuation of the little town of Hamburg from which 500 persons had to flee. At right is Announcer Sam Parkes atop the WIOD mobile unit covering a muck fire in the Everglades over a 50-mile front. The blaze at one time outflanked the mobile unit and tragedy for the radio crew was narrowly averted by driving over rough ground to a side road.

Canada's New 50 Kw.

FINISHING touches are being put to the transmitter plant of Canada's newest 50,000-watt station, CBA near Sackville, N. B., and the station will make its debut April 8. It will be operated by the Canadian Broadcasting Corp., using 1050 kc., and is designed to cover the Maritime provinces. Its sister station, the new 50,000-watt CBK at Watrous, Sask., on 540 kc., will be ready for testing about the end of May, according to CBC Chief Engineer G. W. Olive. Equipment will be identical for both stations, the transmitters being of RCA Canadian manufacture and the radiators fabricated by the Canadian Bridge Co. Cost of the two stations was estimated at $580,000 in a statement by CBC Chairman L. W. Brockington. It is expected several CBC outlets will be dropped shortly after the new 50 kw. plants are in operation.

Canadian Liquor Ruling

BREWERIES in Quebec Province may remain on the air, the CBC ruled at Montreal March 22, thus reversing a ruling of the CBC that liquor advertising must be off the air after April 1. Following presentation of the breweries in Montreal before the CBC board of governors, and a suggestion by members of the Parliamentary Committee on Radio at Ottawa for reconsideration of the ruling, the CBC allowed the advertising of liquor in Quebec on the understanding that the sponsor may only make a sponsorship announcement at the beginning and end of each program. In all other provinces, provincial legislation bars liquor advertising in any form.

Canadian Radio Homes

WITH 1,225,000 Canadian radio listener licenses issued in the fiscal year ending March 31, 1939, only 49% of Canadian homes are radio equipped, according to testimony at the Parliamentary probe of the CBC. It was pointed out that in the United States 77% of homes are radio equipped.

Radio's High Standards Of Advertising Lauded By Banking Publication

EFFORTS of the broadcasting industry to maintain high standards of advertising are commended by the New York Trust Company in its publication *The Index*, which presents an article on advertising.

"Two factors have tended to benefit public welfare more in this matter (honest advertising) than would be possible by means of law," the *Index* says. "Reputable publications have found that it pays to foster the confidence of readers by policing the advertising appearing in their columns.

"Radio broadcasting, because of its more intimate relationship to the home, imposes even stricter self-censorship. The second factor is the discovery that simple, sincere, straight-forward advertising is most effective and that advertising which is deceptive or in bad taste generally defeats itself in the long run.

"In general, advertising should tend to reduce the cost of selling a given product, and, by its contribution to the volume of production, the unit cost of manufacture. Advertising would seem to be performing a valuable service to business and consumer alike by assisting in the flow of goods and services upon which the prosperity of the country depends."

KSFO'S OPERATORS, HART BUYING KROW

THE PROPOSED sale of KROW, Oakland, Cal., fulltime 1,000-watt station on 930 kc., was disclosed in an application filed in latter March with the FCC, asking authority to transfer approximately 98% of the stock for slightly under $110,000.

The purchasers, if the deal is approved by the FCC, would be Wesley I. Dumm, owner of KSFO, San Francisco, who would acquire 49% ownership; Fred J. Hart, recently manager of KGMB, Honolulu, and onetime operator of KQW, San Jose, 30%; Philip G. Lasky, manager of KSFO, 17½%, and Wallace F. Elliott, of the Tomaschke-Elliott agency in Oakland, 3½%.

H. P. Drey, holding 37.9% of the stock and manager of the station, heads the Educational Broadcasting Corp., licensee of KROW. He would dispose of his holdings along with those of S. L. Brevit, R. E. Morgan, Charles Martin and C. V. Knemeyer, all of whom own no more than 10%.

School to Use 200

AIR CONDITIONING TRAINING Corp., Youngstown, is planning to increase its present schedule of weekly quarter-hour recorded programs and news periods by adding a list of 175 to 200 stations throughout the East before April 15. The present schedule includes varied types of recorded programs one to three times weekly on the following stations: WBZA WTAM WCLE WSAI WOR WCAU WIP WPRO KDKA KQV WBT WKBW WRR KTAT WHN WINS WNEW WORL WAAT WCBM WBEN WEBR WHKC WMMN WJW WORK WKBO WGAL and WMBS. Weill & Wilkins, New York, handles the account.

Washington State Acts On Milk Advertising Bill

A BILL to advertise nationally the dairy industry of the State of Washington is now being formulated in the State Legislature. It is said the advertising may develop into a $200,000 yearly account. The plan calls for industry advertising similar to the state's own apple advertising campaign, which is handled by J. Walter Thompson Co., Seattle.

The program, according to the bill, would be financed by dairymen with a levy on butter fat of about 1/5 cent per pound. A five-man commission of dairy products producers would be set up to develop new markets for state milk and dairy commodities by means of national advertising.

It is expected that all media, including radio, will be used. The bill already has been passed by the lower branch of the Legislature, and is expected to have clear sailing in the Senate. Through the new bill advertising would be an official act of the State.

Durkee-Mower Extends Yankee Net Campaign

DURKEE-MOWER Inc., Lynn, Mass. (Marshmallow Fluff), extended its current *Flufferette* musicale series on WNAC-Yankee for four more 15-minute broadcasts to April 30, 1939. A contract also has been signed for a series of 34 quarter-hour live programs with the same talent beginning Sept. 10, 1939, and ending April 28, 1940. The programs will be heard Sundays, 6:45-7 p. m., through WNAC, WTIC, WEAN, WTAG, WICC and WCSH, now carrying the current series.

To fill the summer months, a series of 18 participations in the Yankee Network's morning *Gretchen McMullen Household Hour* has been contracted, to be heard weekly, starting May 12 and ending Sept. 8, through WNAC, WTIC, WEAN, WTAG, WICC, WCSH, WLBZ, WFEA, WSAR, WNBH, WLLH, WLNH, WRDO, WHAI, WBRK, WNLC and WCOU. Harry M. Frost Adv. Agency, Boston, handles the account.

Ipana Disc Serial

BRISTOL-MYERS Co., New York (Ipana toothpaste), on April 3 will start *Life of Mary Sothern*, a transcribed serial to be heard five times weekly on WCCO, Minneapolis; WOW, Omaha; KMBC, Kansas City; KOA, Denver, and WLS, Chicago. After a test period of 13 or more weeks, the programs will probably be shifted to a network hookup. Transamerican Broadcasting & Television Corp., New York, prepared the transcriptions, which are placed for Bristol-Myers by Pedlar & Ryan, New York.

Lucas Paint on 3

JOHN LUCAS & Co., Philadelphia (paint), has started a regional campaign on three Corn Belt stations to run through the spring painting season. Daily announcements are heard on WOW, Omaha, and WHO, Des Moines, with weekly announcements on KSCJ, Sioux City, Ia. Expansion of the campaign is being considered by the agency, Lewis Edwin Ryan Inc., Washington, D. C.

NATIONAL DEFENSE MEANS BIGGER BALTIMORE PAYROLLS

and that means

BIGGER RESULTS FOR WFBR ADVERTISERS

THESE "GOOD NEWS" ITEMS MEAN MARKETING OPPORTUNITIES TO ALERT MERCHANDISERS

√ BIG U. S. NAVY PLANE CONTRACT
√ $26,000,000 FOR BOMBERS FOR FRANCE
√ MARTIN AIRCRAFT PLANT DOUBLES ITS SIZE
√ $9,654,000 CONTRACT FOR SHIPBUILDING PLANT
√ BETHLEHEM STEEL PLANT INCREASES OUTPUT
√ 41 NEW INDUSTRIES CAME TO BALTIMORE IN 1938
√ 64 BALTIMORE PLANTS EXPANDED IN '38
√ HOMEBUILDING DOUBLED IN FIRST 2 MONTHS OF '39

Baltimore has largest percentage of HOMEOWNERS of any large U. S. city.

$ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $

COME AND GET IT--VIA WFBR

IN BALTIMORE THEY LISTEN TO—

WFBR

National Representatives: EDWARD PETRY & CO. NEW YORK · CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION

BASIC N.B.C. RED NETWORK

Western

BETTER

DISTRIBUTORS: Graybar Electric Co., Graybar Building, New York. In Canada and Newfoundland: *Northern Electric Co., Ltd.* In other countries: *International Standard Electric Corp.*

n Electric

EQUIPPED FOR

R BROADCASTING

These six words convincingly testify to a station's ability to provide the finest technical facilities for the job of broadcasting.

XUM

Legislative Snarl Complicates Annual Appropriation of FCC

Congress Busy With Rail and Other Measures; FCC Inclusion in Reorganization Was Urged

By WALTER BROWN

IF CONGRESS runs into July, the FCC will have no money to run on unless a special appropriation bill is enacted for this agency.

The first deficiency measure has passed, the second is already written with no provision for the FCC and the third and final is never enacted until the closing day or days of a session. Because the FCC was eliminated from the independent offices supply bill, pending the enactment of reorganization legislation, it has funds sufficient to last until the end of the present fiscal year, June 30.

This unusual situation was brought about after Chairman Frank R. McNinch told the committee handling the independents offices bill last December that reorganization was contemplated for the FCC. Members of the committee concluded that since this was the case the proposed FCC appropriation of $2,038,175 should not be included in the bill, and after the reorganization legislation was passed the Commission would then be in a better position to justify the budget estimate and could present its case to the committee.

Woodrum Explains

Seldom has this procedure been followed by the Appropriations Committee and this particular action was construed by some at the time as a slap at the Commission.

Rep. Woodrum (D-Va.), a ranking Democrat on the Appropriations Committee, told BROADCASTING March 27 that no thought had been given to the FCC appropriation since it was omitted from the independent offices bill.

"Chairman McNinch came before us and said a reorganization plan would be proposed," he declared. "We understood prompt action would be taken and decided it would be best to make the appropriation after the reorganization law had been passed."

Mr. Woodrum said the FCC was not in the second deficiency bill but pointed out it could be taken care of in the third deficiency.

The appropriation tangle is typical of the confusion which surrounds the FCC reorganization legislation. Bills proposing a reorganization of the agency, including the Administration bill introduced by Chairman Wheeler, of the Senate Interstate Commerce Committee, and Chairman Lea, of the House Interstate & Foreign Commerce Committee, and the measure sponsored by Senator White (R-Me.) all remain tucked away in committee rooms with no action in sight.

Although nothing was printed about it, the FCC was almost included in the Government reorganization bill which has passed both houses and will shortly go to the President for signature. This bill gives the President power to reorganize agencies of the Government but provides that all reorganization orders must be submitted to Congress 60 days before they go into effect.

Under the bill the FCC, along with all quasi-judicial agencies, is exempt. At one time during the Senate debate, Mr. Wheeler, who fought for an amendment requiring affirmative action by Congress before orders went into effect, went to Senator Byrnes (D-S. C.), who handled the bill for the administration, and asked his attitude regarding an amendment removing the FCC from the list of agencies exempted. Mr. Byrnes said that since he thought there were entirely too many exemptions in the bill and believed the president should have as free hand as possible he would not oppose such an amendment. The amendment was never offered by Senator Wheeler. Had the amendment been presented it probably would have been adopted and the President could have reorganized the FCC, subject only to negative action by Congress.

Possible Amendment

This shows Chairman Wheeler is still thinking of FCC reorganization but just when he intends to call the matter to the attention of his committee remains indefinite. Indications still point to a sweeping investigation of the FCC and all phases of radio and communications, as proposed by Senator White in his resolution [BROADCASTING, March 1], instead of legislation at this session.

If the foreign situation delays adjournment of Congress, as some now are predicting, both Houses may get around to considering FCC legislation.

The House on March 23 heard another demand by Rep. Connery (D-Mass.) for a Congressional proof of the "radio monopoly" which he said controlled "95% of the air waves".

Mr. Connery repeated his attack on Chairman McNinch for "deserting" the Democratic party in 1928 and supporting Herbert Hoover. He referred to the action of the Appropriation as indicating "the virtual contempt which it (Congress) has for the apparent malfeasance in office of those who constitute the FCC under the leadership of Chairman McNinch."

"Mr. Speaker," he said, "a Congressional investigation of the FCC and the radio monopoly will definitely show first, that the Commission operated solely for the benefit of the vested interests; secondly, that this condition was in full force and effect when the Roosevelt Administration came into power; third, that the contracts which the networks hold with affiliated stations force the affiliated stations to blindly accept such programs as the radio networks monopolists decide the people of every community of America must listen to, especially between the hours of 6 and 11 o'clock at night. . . ."

THE ROOSEVELTS go regional as Mrs. Franklin D. (upper photo) participates in one of Gail Northe's morning programs last month over son Elliott's Texas State Network and as James (lower right), now of the movies, is the guest of Hal Styles on the latter's *Help Thy Neighbor* program on the Don Lee Network. Mrs. Roosevelt was the guest of her son and daughter-in-law at their Dutch Branch Ranch home near Fort Worth. Jimmy Roosevelt, speaking from KHJ, Los Angeles, lauded the work of Hal Styles' program which has found jobs for more than 12,000 persons since it started in January, 1937.

Better Facilities Granted Five Stations by FCC

FIVE broadcasting stations were awarded improved facilities by the FCC in decisions announced March 20, effective March 27.

WDEL, Wilmington, Del., was authorized to install a new transmitter and increase its daytime power from 500 to 1,000 watts on 1120 kc., continuing with 250 nights.

WEAU, Eau Claire, Wis., was authorized to increase its daytime power from 1,000 to 5,000 watts on 1050 kc., operating with 5,000 watts until local sunset at Eau Claire but with 1,000 thereafter until local sunset in Abilene, Kan.

WBLK, Clarksburg, W. Va., was granted 250 watts daytime in lieu of 100, which it will continue using at night on 1370 kc.

KFEQ, St. Joseph, Mo., was authorized to operate with 2,500 watts until local sunset in St. Joseph, but was granted authority to continue with 500 watts until local sunset in San Francisco, using 680 kc.

WPRA, Mayaguez, Puerto Rico, now operating with 100 watts night and 250 day on 1370 kc., was authorized to shift to 780 kc., using 1,000 watts night and 2,500 watts until local sunset.

Trammel to Board

NILES TRAMMEL, NBC executive vice-president, on March 24 was elected a member of NBC's board of directors to fill the vacancy left by the resignation of George K. Throckmorton, president of RCA Mfg. Co. Mr. Trammell was appointed executive vice-president last fall after serving as vice-president in charge of NBC central division for more than nine years.

KOH, Reno, has asked the FCC to shift it from 1380 to 1630 kc. and increase its power from 500 to 1000 watts.

KFEL AND KVOD GIVEN FULL TIME

TWO time-sharing stations in Denver—KFEL and KVOD—were authorized March 21 by the FCC to increase both hours of operation and power giving them each full-time regional status.

KFEL, operated by Gene O'Fallon, was granted a construction permit for an increase in power on 920 kc., which it now shares with KVOD, to 1,000 watts unlimited time. KVOD was authorized to shift its frequency to 630 kc. with 1,000 watts power unlimited time, using a directional antenna at night. Both grants, to become effective March 27, were subject to the express condition that the stations furnish satisfactory proof that the transmitting equipment to be used would meet FCC requirements and that the antenna towers would be properly marked and lighted. Commissioner E. O. Sykes dissented from the KFEL decision.

KVOD is an NBC Blue outlet while KFEL is on MBS but also broadcasts certain Blue programs under the time-sharing arrangement.

NBC Chicago Sales Up

WITH sales for February of $200,000, NBC-Chicago local sales division under Oliver Morton reports that February, 1939, marked an increase of 55% over the same month last year. Represented in the figures are items for local time on WMAQ and WENR, Chicago, plus spot business placed for other stations under NBC management. The purely local portion of the business for the NBC-Chicago stations represented an increase of 73% over sales for February, 1938. Among the 23 accounts negotiated in February, exclusive of political broadcasts, were Kroger Groceries and Maytag Co., on KDKA and WTAM; Oliver Farm Implement Co., Absorene Mfg. Co., Hartz Mountain Products, Chappel Bros., McLaughlin Coffee, on WMAQ; Ralston-Purina and Rival Dogfood, on KDKA; John Morrell & Co., on KDKA and WBZ; Aurora Labs. Inc., on WBZ; H & H Cleaner, on WMAQ and WTAM; General Mills, on KDKA and WMAQ. The division also placed *Oxydol's Own Ma Perkins*, quarter-hour five-weekly disc show on KDKA, effective April 3.

KFSD Joins McClatchy

EXPANSION of the California Broadcasting System, McClatchy-operated regional network, to include KFSD, San Diego, was announced in latter March by Guy C. Hamilton, president. The network, which has its headquarters at KFBK, Sacramento, and which is commercially directed by Howard Lane, now embraces nine stations. Besides KFBK and KFSD, its oulets are KFWB, Hollywood; KYA, San Francisco; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KFOX, Long Beach; KTMS, Santa Barbara.

WITH KUMA, Yuma, Ariz., ordered by the FCC to cease broadcasting April 1 for alleged violation on regulations [BROADCASTING, March 1], E. B. Sturdivant, who operated the station while it was licensed to Albert H. Shermann, has applied to the FCC for a new station in Yuma to take over the same facilities.

9th Region Lauds Copyright Action

Tax-Free Library Is Favored; Sykes, Miller Are Praised

AT A MEETING of the Ninth NAB District (Ill., Wisc.) in Chicago's Palmer House March 27-28, Gene Dyer, owner and manager of WGES and WCBD, Chicago, was elected director for the ensuing two-year term to succeed Walter J. Damm, manager of WTMJ, Milwaukee. The nominating committee, composed of William West, of WTMV, E. St. Louis; William Walker, WIBA, Madison, Wis.; Gene Dyer, WGES, Chicago; W. E. Hutchinson, WAAF, Chicago, had reported the nominations of Mr. Damm and Mr. Dyer, but Mr. Damm declined to run in view of his membership on the copyright and program committees.

NAB President Neville Miller discussed industry problems at the meeting, including the progress of the copyright and self-regulation committees, educational fund, Federal and State regulations pertaining to libel and slander suits, the FCC policy on questionnaires and the question of payment to ASCAP on network free hours.

Endorse Copyright Stand

A resolution was adopted endorsing the action of the NAB Copyright Committee in New York on March 21 concerning inequitable licensing by ASCAP. Edgar Bill, owner of WMBD, Peoria, Ill., was appointed to draft a resolution of appreciation to Judge Eugene Sykes for his service to the industry while a member of the FCC. Further resolutions were adopted to encourage a tax-free music library and the collection of the balance of the FREC fund due from stations in the Ninth District. A final resolution drafted by Glenn Snyder, manager of WLS, Chicago, expressed the district's appreciation to Neville Miller for his discussion of industry problems.

C. O. Langlois, of Langworth Feature Programs Inc. and Carl Haverlin, of Davis & Schwegler, discussed their plans for tax-free libraries. Paul Peter, NAB director of research, talked on the RMA-NAB cooperative campaign to promote radio.

* * *

Sales Managers Meet

On March 28, the Ninth District sales managers met under the direction of Charles C. Caley, commercial manager of WMBD, Peoria, Ill. Discussions centered about rates and selling problems including selling department stores, adjacency of announcements on programs when sponsors manufacture many diversified products, more than one chain break at a time. Distribution of compensation between national representatives and local salesmen was also discussed at the meeting.

TWENTY-YEAR-OLD team of Jones and Hare, the original "Happiness Boys", which was disrupted recently by the sudden death of Ernie Hare, is being continued with the addition of Marilyn Hare, 15-year-old daughter of the veteran trouper, who became a permanent member of the cast on the regular broadcast on WMCA, New York, March 19. Tutored by her father since she was four years old, Miss Hare had been filling in during his illness.

U.S. Supreme Court Asked to Review Setting Aside of Grant to Watertown

THE SO-CALLED "Watertown case" bobbed up in the U. S. Supreme Court March 20 with the filing of a petition for review by Black River Valley Broadcasts Inc., which originally had been granted a construction permit for a new local station in that city.

Through Counsel Eliot C. Lovett, the company asked the Nation's highest tribunal for a writ of certiorari to review the decree of the U. S. Court of Appeals for the District of Columbia, which had sustained the action of the FCC in setting aside its original grant to Black River and in ordering a hearing "de novo" or back to the beginning, with additional parties permitted to participate.

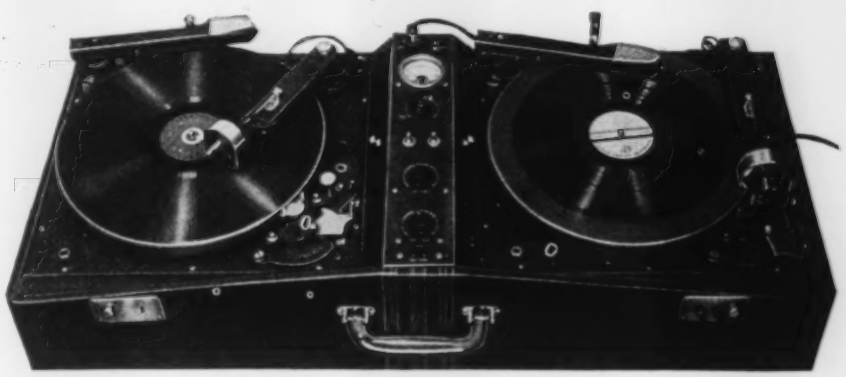
The petition brought out that in September, 1936, the Commission granted the Black River application for an unlimited time station in Watertown to operate on 1420 kc. with 250 watts daytime and 100 watts night. Watertown Broadcasting Corp. at that time had an application pending for a daytime station on 1270 kc. and the Brockway Co. also had pending an application for a daytime station on 1270 kc.

Grant Set Aside

Black River, the petition continued, spent "several thousands of dollars" pursuant to the issuance of the construction permit. Then, in December, 1936, the Commission set aside the grant and ordered instead the hearing de novo to include not only the application of Watertown but also that of Brockway which had never been heard, and which had been amended to request the removal of WCAD from Canton, N. Y. to Watertown, and the entirely new application of St. Lawrence University for voluntary assignment of WCAD to Brockway. Moreover, Watertown amended its application to apply for the same facilities which had been granted Black River.

Black River filed a bill of complaint in the District Court in Washington to restrain the Commission from proceeding with the de novo hearing which was opposed by the FCC and the Court subsequently dismissed the bill on the ground that there was an adequate remedy at law by appeal from such decision as might be rendered by the Commission adverse to Black River after the de novo hearing. This action was affirmed by the appellate court.

In his brief, Mr. Lovett said the questions involved are whether an applicant before the FCC has a right to seek injunctive relief from an "arbitrary, capricious and unauthorized" act of the Commission which does not constitute a decision of which the applicant may request a review by the Court of Appeals, and whether the Commission "under the pretense of a rehearing, has the right to order a hearing de novo and include new parties, new pleadings and new issues.



Record your remote pickups with this new PRESTO recorder

Scores of leading broadcasting stations are now recording their man-on-the-street programs, descriptions of local news events and interviews with celebrities at airports, hotels, offices, golf clubs or baseball parks.

By using the Presto Recorder, they can get to the scene of events on a moment's notice . . . avoid the uncertainties of short wave transmission . . . and broadcast their special programs without disturbing the program schedule.

These special broadcasts have become so important that many stations have asked us to design a light-weight Recorder combining all the features required for this work. Here it is.

The new Presto Model M Recorder enables you to make high quality 12" records continuously, without interruption. The original records may be put on the air, or the best features of each may be dubbed onto a 16" transcription. The Model M consists of two dual-speed 12" recording turntables, a recording amplifier and two-microphone mixer—all mounted in a single carrying case which measures 10" x 15" x 35" and weighs only 62 pounds. For field work it may be operated from storage batteries using a 120 watt, 12 V DC to 110 V 60 cycle AC converter.

Write today for bulletin giving complete technical description.

PRESTO RECORDING CORPORATION
247 West 55th Street, New York, N. Y.

DON LEE AND AFRA REACH AGREEMENT

DON LEE Broadcasting System, Los Angeles, and AFRA have negotiated a contract covering wage scales of all artists on sustaining programs originating from the former's stations KHJ, that city and KFRC, San Francisco. Lewis Allen Weiss, vice-president and general manager of the Don Lee, announced signing of the agreement March 23 upon his return from New York where he met with the AFRA executive committee to work out the pact.

Announcement of the scale will be made following clarification of minor details, it was stated. Contract is effective retroactively to March 15. Also discussed at the New York conference were contracts covering staff workers and commercial programs over the Don Lee network.

Negotiations are still under way with CBS, and Los Angeles Chapter, AFRA executives expect that the contract calling for substantial wage increases for staff employes of KNX, the network's owned and operated station in Hollywood, would be signed "shortly". The contract, which has been agreed upon orally, according to AFRA executives, will go into effect immediately upon being signed.

Morrell's Fall Plans

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), presently using *Bob Becker's Chats About Dogs* on 28 NBC-Red stations will extend its program to a thrice or five weekly network show next fall, it is understood. Additional spot radio will likely be used to supplement the network show. Henri, Hurst & McDonald, Chicago, is agency. For E-Z Cut hams, the firm has started a total of 35 weekly five-minute programs on KNX, KHJ, KFI, Los Angeles; KDKA, Pittsburgh; WOR, Newark; WBZ-WBZA, Boston, and keyed from WNAC, Boston, to the Yankee network. The varying schedule includes a number of participations in home economics programs.

WKRC's 5 kw. Daytime

WKRC, CBS-owned Cincinnati regional, was authorized March 27 by the FCC to use 5,000 watts power daytime on a regular basis, with a directional antenna. Heretofore, the station has used 5,000 watts day on the 550 kc. channel along with 1,000 watts at night, when WOSU, Columbus, operated by Ohio State University, was not on the air. When WOSU, time-sharing station on the 570 kc. was on the air, WKRC used only 1,000 watts during the day.

Wurlitzer Extends

RUDOLPH WURLITZER Co., Chicago (musical instruments), in late March extended its thrice-weekly quarter-hour disc series *Say It With Music* to WOR, Newark; WBEN, Buffalo; WCAU, Philadelphia; WKRC, Cincinnati; WJR, Detroit; WHEC, Rochester. Other stations carrying the series include WGAR, Cleveland; WMAQ and WGN, Chicago; WBNS, Columbus. Schwimmer & Scott, Chicago, handles the account.

Hearing on KXOK Full-Time Petition Preceded by Exciting Battle of Briefs

WHAT promises to be one of the biggest and most hotly contested proceedings in recent FCC operations is indicated for the "junior reallocation" designed to give KXOK, *St. Louis Star-Times* station a full-time regional assignment on 630 kc.

Notices sent out by the FCC to interested stations include 30 licensees or applicants as respondents. In addition, perhaps a half-dozen stations in St. Louis and its environs will intervene on economic or other grounds. There is also pending before the FCC the petition of KSD, *St. Louis Post-Dispatch* station seeking full-time on the 630 kc. assignment in lieu of its present shared operation on 550 kc. [BROADCASTING, March 1].

KXOK, in its answer to the KSD petition, filed by Paul D. P. Spearman, its Washington attorney, charged that it was "not filed in good faith but is intended to harass KXOK." It alleged further that the KSD representations dealing with service and programs which were proposed for the *Star-Times* station "are a combination and co-mingling of pure falsehoods, half-truths and misleading deductions."

Frequency Shifts

The three applications which KSD seeks to have the FCC alter to provide it with the 630 kc. assignment were filed Jan. 17. At that time KXOK, operating full-time on 1250 kc., applied for 630 kc. KFRU, Columbia, Mo., also owned by the *Star-Times*, applied for a change from its present part-time assignments on 630 kc. to 1370 kc., while WGBF, Evansville, Ind., asked for a change from its part-time assignment on 630 kc. to the 1250 kc. channel which would be vacated by KXOK.

KXOK challenged the legality of the KSD petition, asserting that Section 303 (f) of the Communications Act was never intended to be used in the manner "attempted by the Pulitzer Publishing Co. in its so-called petition for relief." It contended that it should not be called upon to make any answer to the allegations "inasmuch as the petition is improper and out of order."

"The *Star-Times* Publishing Co. and KFRU Inc.," continued the answer, "are, however, perfectly willing to provide the Commission any and all information or data which it may desire with respect to the operation of said Station KXOK or KFRU and such information and data when so provided will definitely show that both stations KXOK and KFRU have been and are providing a high standard of program service to the listening public which fully measures up to their respective responsibilities and meets with all of the requirements of law or requirements of the Commission's rules and regulations."

Alluding to the contention of KSD that the installation of part of the KXOK physical equipment was made by Fred Grimwood and not James C. McNary (consulting engineers), the *Star-Times* included an affidavit from Mr. McNary that his firm had been engaged many weeks in the installation of the KXOK equipment and had been paid in excess of $4,000 for the work.

Stations notified March 18 by the FCC of the hearing on the KXOK application are WMAL, WSM, WGBF, KFRU, KMAC, KVOD, WPRO and KGFX. Those notified in connection with the KFRU application include KWK, WGBF and KXOK. Those receiving notice on the WGBF application are WNEW, WHBI, WTCN, WDSU, WMRO, WHIO, WFBM, WEBQ, KFRU, KXOK, KFOX, WAIR, WKST, KIT, Kentucky Broadcasting Corp. of Louisville and Olney Broadcasting Co., of Harrisburg, Ill., station applicants.

CHATTING about Government doings and plans during a special broadcast arranged by WGST, Atlanta, on March 18, final day of the biennial meeting of the Georgia Legislature, Gov. E. D. Rivers (right) and John Spivey (center), president of the State Senate, were interviewed by John Fulton, WGST program director, in the Governor's private office in the Capitol. Also interviewed was Speaker Harris of the House of Representatives, and WGST claims this as the first broadcast coming from the Governor's office with heads of the Legislature while actually in session.

Code Would Limit Commercials

(*Continued from page 20*)

ligious, political and educational broadcasts—and to a thorough-going discussion of commercial copy, both as to length and content. One definite conclusion was that the committee will recommend a drastic reduction in the length of advertising copy in the belief that sales messages can be made more interesting and more entertaining and therefore more palatable to the listener and that over-long commercials defeat their own purpose.

Another definite decision reached is that no broadcaster shall permit any speaker to use his facilities to attack the members of any racial or religious group. Also taboo are dramatizations of political issues, which the committee feels would tend to move the plane of political discussions from the intellectual to the emotional level, with possibly regrettable results. The committee also recommended that the principle of equal opportunity for political candidates should be extended to include debates on bond issues and other proposals included on the ballots as well as to the candidates alone.

In the field of education, the committee felt that ample time is now at the disposal of educators in most communities and that what is needed most in educational broadcasting is not more time on the air but more time and thought spent in preparation and rehearsal of educational programs. News programs should follow the fundamental American principle of giving all the facts to the public and letting listeners make their own conclusions, the committee believes.

On the subject of programs for children, the committee was addressed by Mrs. Harold V. Milligan, radio chairman of the General Federation of Women's Clubs, who said that what women object to chiefly in the typical juvenile radio program is its low cultural level. In the last 20 years, she pointed out, children's books have been lifted out of their former sorry state until today many of the books being published for children are as acceptable to parents as to the youngsters.

Radio can do the same thing, she said, if it will employ writers with ability to dig out worthwhile material and to present it in an entertaining fashion. She said that women would be glad to patronize sponsors whose programs meet a decent cultural standard and that women's organizations would cooperate in publicizing such programs to their members.

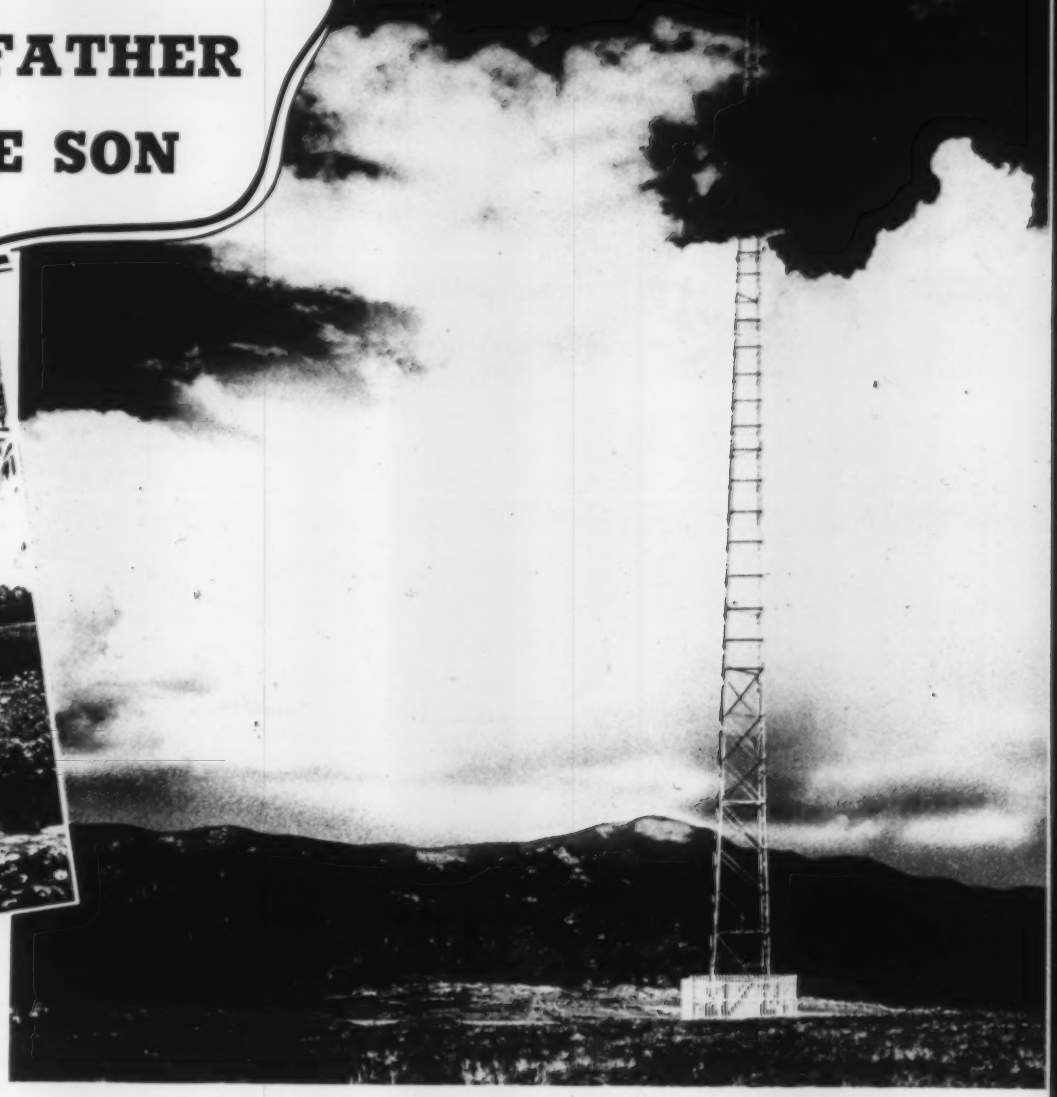
It was decided that in drawing up the section of the code dealing with juvenile broadcasts, the committee would confer with representatives of women's groups, the AAAA and the ANA in an effort to find the most mutually satisfactory solution. This same practice will also be followed in the preparation of all debatable parts of the code, committee members consulting religious leaders, political leaders, labor leaders and so on and obtaining their cooperation. Not only will this result in the best possible code for the broadcasting industry, it was pointed out, but it will also win in advance the cooperation of the various groups whose support will be needed in enforcing the code's provisions.

Department Planned

The present plan is for a subcommittee, working at the NAB headquarters in Washington, to begin immediately drafting the code, holding whatever conferences are necessary. In addition to the code itself, which will consist of a bare statement of basic principles, the subcommittee will also prepare a handbook of standard procedure which will explain and interpret the meaning of the code and its application to specific types of programs. As soon as possible, tentative documents will be drawn up and sent to all members of the committee for comment and criticism, after which the final code and book of standards will be prepared for presentation to the NAB convention in July.

If the code is adopted it is probable the NAB will set up a new department whose duty will be to administer the code, interpreting its provisions to broadcasters, advertisers, agencies and listener groups and making specific suggestions or rulings on controversial points raised by broadcasters.

LIKE FATHER LIKE SON



ABOVE: Beautifully landscaped transmitter site of WKY in Oklahoma City. RIGHT: With Pikes Peak and the Rampart Range of the Rockies as a backdrop, the transmitter site of KVOR, Colorado Springs, is one of the most beautiful in America.

WKY'S 19 YEARS' EXPERIENCE GUIDES KVOR

● The experience of the most thrilling years in radio . . . years that have seen WKY grow from a scientific curiosity to one of the greatest voices of the nation . . . has been lavished on Colorado's KVOR since its association with The Oklahoma Publishing Company a little more than two years ago.

KVOR's strides during these two years have been spectacular. Its studios rebuilt, its old transmitter replaced with Western Electric equipment, its personnel more than tripled . . . KVOR today occupies a higher place in the hearts and homes of Southern Colorado than ever before in its history.

Like father, like son! The showmanship and technical knowledge and aggressive selling that have made WKY a standout station from coast to coast, are working merchandising miracles still through the agency of its lusty offspring.

No other station located in a city the size of Colorado Springs can compare with KVOR in equipment, experience or professional standards . . . no other station has the heritage which The Oklahoma Publishing Company has brought to KVOR.

KVOR *Colorado Springs*

CBS AFFILIATE ● 1000 WATTS ● FULL TIME

THE OKLAHOMA PUBLISHING CO. ● THE DAILY OKLAHOMAN ● OKLAHOMA CITY TIMES ● THE FARMER-STOCKMAN
WKY, OKLAHOMA CITY ● KLZ, DENVER (AFFILIATED MANAGEMENT) ● REPRESENTED BY THE KATZ AGENCY, INC.

Merchandising & Promotion

All Over Cincinnati—Cracker Barrell Cards—Trips For Kiddies—Cover in Silver—$1 Free

HOW the *Esso Reporter*, radio campaign of Esso Marketers, has been merchandised to more than 10,000 dealers in the past three months was graphically shown station representatives and advertising trade news writers at the Hotel Biltmore, New York, on March 14. Curt Peterson, radio director of Marschalk & Pratt, Esso agency, conducted the demonstration as if he were addressing a dealer group, beginning by showing a typical *Esso Reporter* five-minute news broadcast, put on in a studio set by the men who actually handle the programs on WJZ, New York. Following this, Mr. Peterson traced the developments of the program from its start on a few stations in 1935 to its present broadcast schedule of four times a day on 35 stations, covering the country from Maine to Texas. The Esso film was shown.

* * *

WLW's Coverage

NEW coverage map, based on a recent survey drawing 125,763 replies on an offer of a small premium during a nighttime program, has been published by WLW, Cincinnati. The offer required a dime in cash and a sale slip showing a minimum 43 cent purchase of the advertiser's product. Copies are to be mailed to all agencies and their clients. Coincident with the map, the WLW market research department compiled a table showing the comparative popularity of WLW in Cincinnati and other major markets in neighboring States, based on a summary of several similar contests and offers. The survey represents 50,000 watt operation by WLW.

* * *

Spots on the Record

PICKING a few advertising prospects, WDAY, Fargo, writes dramatized one-minute announcements around their respective wares, transcribes them, and then sends out its salesmen armed with the records and a portable playback machine. The recordings and the machine do the work, and the prospects give unfailing attention, WDAY reports.

* * *

Eleven for a Penny

PENNY pasted on a sheet of heavy copper foil, carrying a promotion message under the query, "Is it worth one cent for you to tell YOUR sales story to 11 homes?", is being mailed as a merchandising piece by WMAZ, Macon, Ga.

Guests at Airport

KELLOGG Co., Battle Creek, Mich. (cereals), as a promotional tie-in with its CBS *Howie Wing* serial drama of the boy aviator, recently staged a Howie Wing Day at Los Angeles Union Air Terminal and invited young followers of the program to participate. For two Corn Flakes box covers the youngsters were given virtually carte blanche to the airport facilities as guests of Kellogg Co. They were taken on an inspection tour of all new TWA planes, hangars, and attended an illustrated lecture on some salient points of air navigation by TWA pilots.

* * *

Boost for Comics

PROMOTING six new comics being added to the Sunday edition of the *St. Louis Post-Dispatch*, KSD, St. Louis, is presenting a series of six daily dramatizations, *New Adventure*, running one for each new strip. The dramatizations, written to quicken interest in the characters and their activities, carry the thread of each story up to the point where the Sunday paper picks it up, leaving the listener at the point of climax.

* * *

Dallas Guidebook

GUIDEBOOK explaining technical intricacies in layman language, "Your Visit to WFAA", has been published by WFAA, Dallas, for distribution to visitors as a memento of their trip through the station transmitter. Central theme of the booklet is the new 653-foot vertical radiator, with pictures of the plant, technical staff, mobile unit and other transmitting equipment at the transmitter near Grapevine, Texas.

* * *

In Country Stores

PLACARDS are distributed in the general stores of country towns in Mississippi, Alabama, Louisiana and Florida calling attention to Mark Bartlet's Wednesday farm program on WWL, New Orleans. Mr. Bartlet, representing the Farm Credit Administration in New Orleans, tours the towns, hears the trials and troubles of farmers, and then advises them on his broadcast.

Pillow for Puss

KILOCYCLE KITTY is the new name of the cat that's been hanging around Chicago's Eighth Street Theatre ever since 1932 when WLS moved in with its *Barn Dance*. Mrs. C. M. Fuller of Rockford, Ill., won the WLS contest to name the cat, was awarded the *WLS Smile-a-While* pillow filled with feathers sent in by listeners from 41 States, and embroidered with autographs of WLS artists.

* * *

Kansas Troupers

COMPLETE cast of *Kansas Roundup*, weekly variety show of WIBW, Topeka, is carted en masse to neighboring cities, where the program is produced before a local audience and broadcast by remote lines. The entertainers, more than 30 in all, jaunt about the State in a double-deck bus labeled "WIBW Good Will Tour". The Saturday night shows draw big local crowds, and announcers on each program include a plug for the city. Nominal admission is charged.

* * *

Jamboree Pennants

BRIGHTLY colored pennants are being sold by WWVA, Wheeling, at its Saturday night barndance called *WWVA Jamboree*. Sold for 25c apiece, the pennants carry the names of 54 cast members and the words "WWVA Jamboree Whooper-Uppers" in silver on red. George W. Smith, manager of WWVA, used the pennants as calling cards during a recent sales trip to Chicago.

* * *

Uncle Don's Tour

UNCLE DON, popular children's favorite on WOR, Newark, has announced the group of 20 judges who will pick the two most talented children in the metropolitan area at the New York World's Fair in May. The winners will fly to Hollywood via United Airlines to make personal appearances at the San Francisco Fair and on several California radio programs.

* * *

Texas Bucks

GENUINE dollar bill enclosed in the latest mailing piece of WOAI, San Antonio, draws sure attention to the pamphlet's theme, "Here's one you have lost if you have not been using WOAI to tell your message." The pamphlet and dollar was sent to 200 San Antonio advertisers.

* * *

People's Photo

PHOTOGRAPH of Lee Everett, the *Old Sol* of WMAL, Washington, who conducts the daily 7:30-8:30 a. m. *Station PDS Presents* for the local People's Drug Stores, is enclosed with each envelope of photo-work developed and printed by the photo-finishing department of the company. Each print carries a promotion message on its back.

* * *

Promotion at the Fair

MILTON SAMUEL, NBC San Francisco press manager has arranged with RCA whereby NBC press material is used in facsimile reproduction demonstrations in the RCA exhibit at the San Francisco exposition. NBC programs are also promoted in recordings.

WSAI's Big Drive

WSAI, Cincinnati, is using trolleys, buses, two electric billboards and local theatres in an extensive promotion drive directed by Manager Dewey H. Long. The trolley-bus cards are placed in 800 vehicles, and mention programs, stars, sponsors and products. The schedule has been contracted for a year. In the heart of the city are two big electric signs, flashing WSAI messages. Sixteen theatres show WSAI trailers which mentioned products and advertisers. The weekly *WSAI Eye Opener*, house organ, is sent to the trade, and has a mailing list of 2,500.

* * *

Brochure Compilers

WITH Edgar L. Bill, operator of WMBD, Peoria, as president, and M. V. Watson as vice-president and sales manager, National Radio Personalities Inc. was incorporated last month in Illinois to publish "personality" albums for radio stations. It reported it has already published books of pictures of staffs and artists of WLAC, Nashville, and WGBF, Evansville, Ill., as well as WMBD, and has orders from other stations.

* * *

Cover From Paris

COVER of NBC's quarterly program book, dated March 15, with red and blue printing on an embossed silver background, was printed in Paris and is said to be the first commercial use in this country of a new process that permits color printing on metallic paper. Cover was created by J. Makowsky of Paris.

* * *

Pants for Stumpers

ROUGH RIDER Mfg. Co., San Francisco, sponsoring *Oh Teacher* on KPO, is offering a $5 pair of slacks to each student of university, high or grammar school who submits a question which teachers quizzed on the program are unable to answer.

BROCHURES

CBS, Hollywood: Salmon-colored folder announcing change of phone number—"It's News . . . It's Easy to Remember", with instructions to "Dial Hollywood 1212 for CBS . . .

KNX, and as always dial KNX (1050 kc.) for the popular programs listened to most frequently in 1,077,260 homes in Southern California."

NBC: "Behind the Scenes" brochure promoting *Inside Story*, on NBC-Blue.

KGVO, Missoula, Mont.: Two-color brochure combining coverage data with testimonials from local advertisers.

NBC: "It's Where You Find It . . ." brochure for KPO, San Francisco, opening to a miner's pan containing gold nuggets to carry out the Golden West theme.

KYW, Philadelphia: Illustrated folder with St. Patrick's Day theme.

WMT, Cedar Rapids: "Radio Riddles" brochure, illustrated with photos of local and network program personalities, incorporating 33 riddles about the personalities covered, along with answers in the cutlines.

2KO, Newcastle, Australia: Three-color graphic listener survey report.

KIDO, Boise, Idaho: "Captain Kiddo" folder, featuring pirate trademark, and containing 26 letters from national accounts commenting on KIDO's merchandising cooperation.

GARBED in basketball style is K. S. (Boots) Adams (second from left), president of Phillips Petroleum Co., as he congratulates Charles Hyatt, coach of the Phillips 66 Oilers in the finals of the AAU tournament in Denver. Mr. Adams and Bill Lund (right), Phillips advertising manager, were interviewed on KLZ by Jack Fitzpatrick (in business clothes). At left is Lou Wilke, Phillips regional sales manager.

CBS to Make Changes In New Gotham Building

CBS is planning extensive alterations to modernize the Juilliard Musical Foundation Bldg., 49 E. 52d Street, New York, which it recently purchased. A modern workshop in which musicians, actors and directors can achieve the best effect in their respective fields is contemplated. Two studios seating more than 300 persons and designed for large radio productions such as symphonic programs or shows with orchestra and an extensive cast are planned, while radical innovations in technical equipment and methods of handling studio acoustics will be effected.

The present floor level, now four feet above the street, will be lowered, columns will be ripped out to give clear floor space, new elevators and new engineering and electrical systems will be installed, and more than 100 telephone lines will connect the new studios with the master control room in the CBS building across the street. As a result, programs produced in the Juilliard Bldg. will go from there through the control room in the CBS headquarters and then onto the network, just as though produced in the same building.

Television Transmitters Planned by Farnsworth

THAT Farnsworth Television & Radio Corp. intends to market television transmitting as well as receiving apparatus, was disclosed March 27 when an underwriting group headed by E. H. Rollins & Sons Inc. announced an offering to the public of 600,000 shares priced at $6 a share. Other underwriters participating in the offering are Eastman, Dillon & Co., Hemphill, Noyes & Co., Hallgarten & Co., Riter & Co., H. M. Byllesby & Co., William Cavalier & Co. and O'Melveny, Wagenseller & Durst.

Part of the cash proceeds will be used to buy the plants of Capehart Inc. at Fort Wayne and General Household Utilities at Marion, Ind. The prospectus states that 43,598 shares of additional common stock will be issued in connection with the acquisition of Capehart, and 25,000 additional common in connection with General Household. Both plants will be used for the production of radio and phonograph as well as television equipment. About $2,000,000 will be set aside for working capital and inventory. Receiving equipment is expected to be ready for the market by next autumn and transmitting apparatus 12 to 18 months later.

KGAR Becomes KTUC

CALL letters more closely identifying the station with the town were adopted in March by KGAR, Tucson, Ariz., which is now KTUC. The station, a CBS outlet and a member of the Arizona regional network, is owned by Tucson Motor Service Co., and managed by Frank Z. Howe, one of the chief stockholders. It operates with 100 watts night and 250 day on 1370 kc.

O. B. HANSON, vice-president and chief engineer of NBC, joined C. W. Farrier, television coordinator, and Thomas H. Hutchinson, manager of the television program division, in a discussion of television during the *ABC of NBC* program March 31 on NBC-Blue. Bill Farren, NBC announcer who conducts the series, written by James Costello, conducted the interviews.

RCA Preparing for Television Bow

(*Continued from page 32*)

broadcasting and related products of the radio industry. Large, animated dioramas will be used to dramatize some of the exhibits.

* * *

NBC Changes Progressing

ALTERATIONS at NBC's Empire State television transmitter are in their final stages, and about April 10 NBC engineers will begin their last series of test broadcasts before they take to the air with a regular schedule of sight programs on April 30. After this date, television will start a new phase, according to O. B. Hanson, NBC vice-president and chief engineer who says that henceforth new devices must be perfected before they can be tested in actual broadcasting.

"The days when untried devices could be installed between shows and tested in experimental television broadcasts are definitely over," he said. "We now have a schedule to meet and we can no longer take chances."

Chief changes at the transmitter since the last series of experimental broadcasts have been the installation of a new wideband antenna system and the addition of a sideband filter. Improvements have also been made in the modulator unit to accommodate higher frequencies and to obtain greater power output, which will produce finer, clearer images on the receivers. First tests indicated that the wide band-pass will transmit without discrimination a frequency band four times the width required by present video standards, maintaining a "flat" characteristic throughout the entire range of transmitted frequencies.

This means better pictures, since telecasting high-definition images requires using frequencies ranging from 30 to about 4,000,000 and since "favoring" any frequency between these extremes would produce distortion in the received pictures. The new filter widens the upper sideband and eliminates the unused portion of the lower sideband, thus increasing the amount of picture detail.

Staff Enlarged

Seventeen men have been added to the technical staff to meet the demands of regular television broadcasting, Mr. Hanson said, making it possible to set up a permanent operating group and freeing some of the engineers who have heretofore operated as well as maintained the equipment for laboratory work in developing new and improved apparatus.

At the Radio City studios the television program staff is engaged in putting on dress rehearsals of the programs prepared for telecasting after the regular schedule begins on April 30. Chief purpose of these dress rehearsals, according to Thomas H. Hutchinson, manager of NBC's television program division, is to familiarize the production staff with the greatly altered studio technical facilities.

VOICES OF YESTERDAY

HEAR THE ACTUAL VOICES OF . . .

"Teddy" Roosevelt
Florence Nightingale
Jas. Whitcomb Riley
Andrew Carnegie
Wm. Ewart Gladstone
P. T. Barnum
Wm. J. Bryan
Thomas A. Edison
Admiral Peary
Will Rogers
and 42 others

Quarter Hour Transcribed Programs Now On The Air In 22 Cities

• The programs consist of exciting, dramatized events in the lives of celebrities, climaxed by the presentation of their actual voices. These famous voices were recorded by yesterday's miracle — the Edison reproducing machine—and the priceless old cylinders have been modernized and amplified, to bring to the radio audience of today actual VOICES OF YESTERDAY.

"Voices of Yesterday" is not only fascinating history, it is fascinating entertainment.

THRILLING • EDUCATIONAL
DRAMATIC • ROMANTIC

Exclusive Rights Granted. Write or Wire.

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

among men who k

it's **BROADCASTING**

Broadcast Advertising

PROBLEM: Free & Peters, Inc., station representative firm, has conducted a promotion campaign in three advertising trade publications based on its humorous and hard-working little Colonel. Free & Peters wanted to determine (1) advertising agency reaction to the campaign (2) relative effectiveness of the publications used.

METHOD: Questionnaires were mailed early in 1939 to top-flight executives of 409 top-flight agencies in 21 large cities. Included were these questions: (1) "Have you seen any of our trade paper advertising?" (2) "Do you recall in what publications?"

Wrote James L. Free, President, Free &

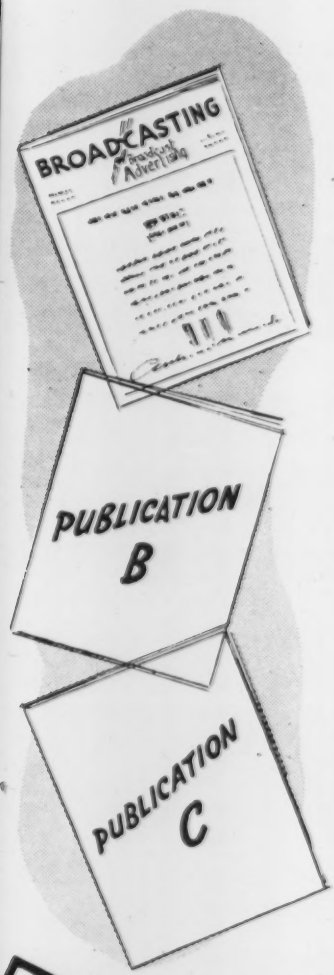
jority of the replies came from top- n

radio men, it was remarkable to me th

...o know time buying best ...IG 2 to 1

FINDINGS: Of the 148 executives who answered, 109 (74%) remembered the series in trade publications. BROADCASTING was the dominant first with 50 mentions. And BROADCASTING was named more often than Publications B and C combined as the only magazine in which the advertising had been seen.

The 148 agency responses came from 53 presidents and partners, 11 vice presidents, 24 account executives, 12 managers, 34 time buyers and space buyers, 14 radio directors.



Results of three other surveys revealing the trade paper reading preferences of hundreds of other radio advertisers and agency executives are available in folder form. These were made by well known companies engaged in the business of broadcasting. Interested? Write to BROADCASTING.

...ee & Peters Inc: "Inasmuch as the ma-...- notch agency executives rather than ...e the way BROADCASTING led the field."

XUM

Purely PROGRAMS

KSTP, St. Paul, is airing a series of weekly *Capitol Conferences* with Governor Harold E. Stassen. During the programs, which are also fed to the Minnesota Radio Network, the new regional of which KSTP is the key outlet, the Governor tells of administration activities. Talks are patterned after the Roosevelt Fireside Chats, and are broadcast from the executive offices each Wednesday night.

* * *

He Finds Out

KECA, Los Angeles, has started a new type of question and answer program titled *Mister Find-Out*. The five-weekly quarter-hour program is conducted by Walter Hornaday. He answers all important questions sent in providing the desired information is not obtainable through the usual sources. Political and controversial questions are not accepted.

THIS WAY IN!

WAIR is the open door to one of the richest and most responsive markets in the Southeast. Listener-confidence has made WAIR a volume sales producer.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Minds of Scribes

CROSS-SECTION of America's best literary minds at work is supplied on the new quiz program, *Author! Author!*, scheduled to begin on WOR-Mutual April 7, 8:30-9 p. m. With Ogden Nash as m.c., aided by Ellery Queen, of detective story fame, the program each week presents two authors in the literary spotlight. Guests for the April 7 broadcast are Ruth McKenny, whose book of short sketches, *My Sister Eileen*, was a 1938 best-seller, and Carl van Doren, celebrated author of *Benjamin Franklin*. Guest authors, confronted with a hypothetical ending to a short story, will extemporaneously reconstruct events leading to the conclusion. Prizes are offered listeners for story-ending ideas.

* * *

News of the Week

NEWSPAPER stories which made weekly headlines are narrated on WHN, New York, every Sunday afternoon during the new *Hold the Press* programs, while during the sports section of the show, three contestants are asked to predict the results of the current week's sports battles.

* * *

Songs on the Sabbath

GROUP-SINGING of old-fashioned hymns, quotations and puns at the expense of studio guests form the informal, homespun framework for *Sunday Parlor*, conducted by Storm Whaley on KUOA, Siloam Springs, Ark.

'American Boy' Scripts

TO PROVIDE suitable juvenile programs, which will educate children and give them knowledge of the world, is the aim of *American Boy* magazine's radio script service now being prepared to offer sponsors radio serials based on favorite *American Boy* characters. Scripts will be written by professionals under the guidance of the magazine's editorial staff, who will supervise the casting and production of the program as a guarantee that the character of such *American Boy* heroes as *Connie Morgan* will be preserved on the air. Sample scripts soon will be offered to agencies for sponsorship.

* * *

All Sorts of Transport

TWO-WAY conversations and descriptions from a passenger plane, train, fast power cruiser and an NBC-mobile unit representing automobiles and busses were presented on March 19 during a special broadcast on NBC-Blue, entitled *American Travels*, to give the radio audience a story of the last word in transportation in the United States in 1939. A 53-foot Elco motor yacht, combined product of RCA and Elco, was one of the units used on the broadcast, and it will later be placed on exhibition in the RCA building at the New York World's Fair.

* * *

Youth vs. World

DESIGNED to help young men who can't find a job, WBBM, Chicago, has started a Sunday morning series called *Help My Boy*, featuring Judge J. M. Braude of the local boy's court. No direct appeal for jobs is made on the air, although Judge Braude attempts to place the boys interviewed. The judge illustrates the many problems encountered today in getting a job.

* * *

Military Affairs

WITH the increased interest by the average civilian in military affairs, WKY, Oklahoma City, is presenting a series of Army and National Guard programs, dramatizing military questions and translating technical army phraseology into easily understood parlance for ordinary people.

Not Cancelled

BITTER WINTER weather often necessitated cancelling the scheduled daily interview program, *N-Peeking*, conducted on the platform of the Northern Pacific Railroad in Fargo, N. D. After a lapse of several weeks, during which the ordinary "program scheduled for today will not be heard" announcements came through regularly, Manny Marget, who handles the feature for KVOX, Moorhead, Minn., was introduced as he resumed the series by Arv Johnson, at the studio, with: "The program usually cancelled at this time will now be heard."

Public Matters

TITLED *The Public Forum*, a program presented under the auspices of the Property Owners Assn. of California, made its bow March 23 over seven stations of the California Radio System (KFBK, KWG, KMJ, KERN, KFOX, KTMS). The program, heard each Monday and Thursday nights, brings public officials to the microphone to discuss outstanding matters of State legislation. It originates at the State Capitol in Sacramento and is in charge of Gene Desimone, director of *Today at the Legislature*, broadcast daily by CRS.

* * *

Precinct Gossip

TO REVEAL the news behind the local political situation as it develops week by week for members of every political club in New York City, WCNW, Brooklyn, has started a weekly program, *Club House Politics*, directed by Wellington Wright, WCNW's political commentator. District leaders of all parties are invited as guest speakers to take part in the programs.

* * *

Auto Auction

POSTCARD auction sale, with auctioneer's hammer, spiel and "the business" broadcast daily on *What Am I Bid?* on WEW, St. Louis, is used to market used cars by Marvin Yates Pontiac Agency. A car, offered each week, actually is sold to the listener sending in the highest bid on a penny postcard, and the bids have proved excellent leads for additional car sales, according to the sponsor.

* * *

Rubbery Rubinations

WILD YARNS by a sheriff, chiropodist, Shrine potenate and postmaster featured the initial broadcast of the new *Tall Tales From Texas* program on KGKO, Dallas, March 25. Heard Friday evenings, with Jimmie Jefferies as master of ceremonies, personalities appearing on the feature are selected for their news value and draw good publicity in local papers, according to KGKO.

* * *

Facts for Anglers

A QUARTER-HOUR Friday night series of broadcasts on fish, tackle, locations where fish are running, official weather forecasts and similar data of interest to fishermen has been started on WNEW, New York. Mark Truscott, prominent Long Island surf-caster, conducts the series as *The Fishcaster*.

AN INSURANCE Policy

A GOOD policy pays good dividends. Experience proves that a *Sales Policy* from WTIC, as well as the other progressive Stations we represent, insures

Results That Count!

WEED AND COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Radio Station Representatives

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by
FREE & PETERS

HIGH in the air, Carl Mark, announcer of WCLE, Cleveland, interviewed a Rumanian aerialist perched atop a swaying pole 80 feet above ground. Mark was hung from the hall's ceiling by a rope.

* * *

News Via Family

WKY, Oklahoma City, has inaugurated a new type of news commentary program, handled by the Washington correspondent of the *Daily Oklahoman & Times*, Harold L. Mueller. A 15-minute transcribed program, sponsored by the two newspapers which are affiliated with WKY, is broadcast each Sunday afternoon. An Oklahoma slant is given on the national scene, with Mr. Mueller and his wife as the principals. Mr. Mueller uses his pen name, "Art Gum" as the head of a typical American family, which includes Isobel, the wife, and two children and a Boston bull terrier. The recordings are by Radioscriptions, Washington.

* * *

Puppy Heart Throbs

MILTON BACON, conductor of *Apples With Salt*, has started a new commercial, *Operator K-9*, on WCKY, Cincinnati, six days a week, sponsored by X-Cel Dog Food. The programs, written and narrated by Bacon, tell heart-interest stories about dogs, some of them famous, others never before heard by the public. The program is offering $25 in cash prizes and 10 cases of X-Cel Dog Food for the best names for the two dogs pictured on the X-Cel can.

* * *

Checker Lessons

CHECKER EXPERT gives scientific checker lessons, leaving listeners with a problem to solve at end of each broadcast, in a new series being sponsored on KLRA, Little Rock, Ark., by a local brewery. The expert is secretary of the Arkansas Checker Assn., and sponsor distributes printed checkerboards with numbered squares for listeners.

* * *

A Movie Idea

PARAMOUNT Theatre, in Salt Lake City, is sponsoring a weekly quarter-hour program on KDYL to promote its current pictures. The program includes the weekly advertising conference of theatre officials on plans for the forthcoming picture, with comments and suggestions. Portions of the picture using voices of stars are included.

* * *

Labor Problems

POLICIES and problems of the National Labor Relations Board, applied to the St. Louis district, are discussed weekly by Dorothea de Schweinitz, regional NLRB director, on KSD, St. Louis.

Tacoma Recruits

REAL INTEREST was given a courtesy program for the Washington National Guard on which KVI, Tacoma, broadcast an actual enlistment of a new National Guard recruit. The entire enlistment ceremony was conducted in the studio by Major Kenneth G. Whyte, of the Medical Corps, and marked the first time a guardsman ever had been enrolled on the air.

* * *

Grip Ringers

A DEVICE to test the grip of guests on the man-on-the-street broadcast at KWOS, Jefferson City, Mo., is one of the newer program angles on the old m-o-t-s motif. Interviewer picks out a likely prospect, challenges him to test his grip. If he rings the bell on the machine gets a prize.

* * *

Fun of the Week

NEW variety show, *This Mad World*, designed as a satire on the news of the week, with press agents, actors and newspaper columnists participating, is heard weekly on WMCA, New York.

Bread at the Mike

WITH recording equipment set up in grocery stores, shoppers are interviewed during the day and the transcriptions broadcast in the evening on *Listen to Yourself*, sponsored on KTSM, El Paso, Texas, by Kahn's Bakery. Frank McIntyre, program commentator, gives each interviewee a loaf of bread.

* * *

Composers Interviewed

MEN and women who have written outstanding song hits are interviewed by Nellie Revell, well-known radio commentator and philosopher, on a new series of weekly broadcasts, *Meet the Song Writer*, on NBC-Blue. Miss Revell continues to broadcast her regular weekly *Meet the Artist* programs on NBC-Blue, during which she interviews microphone headliners.

* * *

Faculty Quizzed

FACULTY MEMBERS of Washington State College are interviewed by Judy McWhorter, journalism senior, on the new *We, the Faculty* program on KWSC, Pullman, Wash.

Guests of the Week

TO GIVE a more imposing picture of the large number of celebrities who visit the Twin Cities each week and to fit the interviews into its schedule, KSTP, St. Paul, has devised a new method of presenting them. Short interviews with visitors are recorded through the week and put together in one show on Saturday nights under the title of *Nation's Crossroads*, carrying out the idea that the two cities draw an unusual percentage of celebrities to their doors.

New Castle Novices

BEAVER VALLEY amateurs get their chance on *Trial of Talent*, sponsored on WKST, New Castle, Pa., by Ellwood Furniture Co. The program, conducted by "Judge" Milton Kearns and announced by Sherwood Durkin, has drawn about 6,000 pieces of mail in two weeks.

KSD

BASIC NBC RED NETWORK IN ST. LOUIS

BRINGS THE SALES MESSAGE TO HER IN HER LISTENING MOOD.

Has a Greater Daytime Population Coverage Area Than Any Other St. Louis Broadcasting Station.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

XUM

A STATION IS JUDGED BY THE AUDIENCE IT KEEPS

...and the advertiser is the judge

A BIG, LOYAL AUDIENCE—that's what advertisers and agencies demand, and that's what they get when they use the stations of the World Program Service.

For these stations enjoy the exclusive local rights to the greatest repertory of music ever recorded for radio . . .

- 2500 separate musical numbers, new and old, modern and classical.
- 150 artist and orchestra names not available on phonograph records or by any other medium.
- Newest musical numbers constantly recorded for member stations.
- 65 weekly program scripts, built to present World library music in a wide variety of appeals.
- Recording by the famous Western Electric vertical-cut Wide Range method—the ultimate in high fidelity.

With the finest library in radio, World helps stations build audiences that attract advertisers. After all, a station is judged by the audience it keeps—and the advertiser is the judge.

A few open markets are available. You are invited to write for details to World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York City.

WHM
KOY
KELO
KARE
KUOA
KPMC
KIEM
KGEF
KHJ
KLX
KGB
KFRC
KDB
KSRO
KFEL
KFXJ
KGHI
WTIC
WELI
DIS
WJSV
WRUF
WQAM
WDBO
WSUN
WTAL
WJNO
WAGA
WRDW
WMAZ
WREC
WAYX
KIDO

WORLD PROGRAM S

WORLD BROADCA

WORLD PROGRAM SERVICE SUBSCRIBERS

ALABAMA
WHMA . . . . *Anniston*

ARIZONA
KOY . . . . *Phoenix*

ARKANSAS
KELD . . . *El Dorado*
KARK . . . *Little Rock*
KUOA . . *Siloam Springs*

CALIFORNIA
KPMC . . . *Bakersfield*
KIEM . . . . *Eureka*
KGER . . . *Long Beach*
KHJ. . . . *Los Angeles*
KLX . . . . *Oakland*
KGB . . . *San Diego*
KFRC . . *San Francisco*
KDB . . *Santa Barbara*
KSRO . . . *Santa Rosa*

COLORADO
KFEL . . . . *Denver*
KFXJ . . *Grand Junction*
KGHF . . . . *Pueblo*

CONNECTICUT
WTIC . . . . *Hartford*
WELI . . . *New Haven*

DIST. OF COLUMBIA
WJSV . . . *Washington*

FLORIDA
WRUF . . . *Gainesville*
WQAM . . . . *Miami*
WDBO . . . . *Orlando*
WSUN . . *St. Petersburg*
WTAL . . . *Tallahassee*
WJNO . *West Palm Beach*

GEORGIA
WAGA . . . . *Atlanta*
WRDW . . . . *Augusta*
WMAZ . . . . *Macon*
WRBL . . . *Columbus*
WAYX . . . . *Waycross*

IDAHO
KIDO . . . . . *Boise*
KRLC . . . . *Lewiston*

ILLINOIS
WGN . . . . *Chicago*
WDAN . . . . *Danville*
WJBL . . . . *Decatur*
WTAD . . . . *Quincy*
WCBS . . . *Springfield*

INDIANA
WTRC . . . . *Elkhart*
WGBF-WEOA . *Evansville*
WIRE . . *Indianapolis*
WLBC . . . . *Muncie*

IOWA
WMT . . *Cedar Rapids*
WOC . . . *Davenport*
WKBB . . . *Dubuque*
KMA . . . *Shenandoah*

KANSAS
KFBI . . . . *Abilene*
KVGB . . . *Great Bend*
KWBG . . . *Hutchinson*

KENTUCKY
WLAP . . . *Lexington*

LOUISIANA
WJBO . . *Baton Rouge*

MAINE
WLBZ . . . . *Bangor*

MARYLAND
WBAL . . . *Baltimore*
WTBO . . *Cumberland*
WFMD . . . *Frederick*

MASSACHUSETTS
WEEI . . . . *Boston*
WCOP . . . . *Boston*
WTAG . . . *Worcester*

MICHIGAN
WHDF . . . . *Calumet*
WJR . . . . *Detroit*

MINNESOTA
KATE . . . *Albert Lea*
KVOX . . . *Moorhead*
KROC . . . *Rochester*
KSTP *St. Paul-Minneapolis*

MISSISSIPPI
WFOR . . . *Hattiesburg*
WAML . . . . *Laurel*
WQBC . . . *Vicksburg*

MISSOURI
KWOS . . *Jefferson City*
KWK . . . . *St. Louis*
KMBC . . . *Kansas City*

MONTANA
KGCX . . . *Wolf Point*

NEBRASKA
KFAB-KFOR . . *Lincoln*
KOIL . . . . *Omaha*

NEW MEXICO
KGGM . . *Albuquerque*
KICA . . . . *Clovis*

NEW YORK
WOKO . . . . *Albany*
WGR-WKBW . . *Buffalo*
WESG . . . . *Elmira*
WOR . . *New York City (Newark)*
WINS . . *New York City*
WQXR . . *New York City*
WHAM . . . *Rochester*
WFBL . . . . *Syracuse*

NORTH CAROLINA
WBIG . . . *Greensboro*
WEED . . *Rocky Mount*
WSTP . . . *Salisbury*
WAIR . . *Winston-Salem*

NORTH DAKOTA
KRMC . . . *Jamestown*
KLPM . . . . . *Minot*

OHIO
WJW . . . . *Akron*
WHBC . . . *Canton*
WCKY . . . *Cincinnati*
WHK . . . *Cleveland*
WHKC . . . *Columbus*
WSMK . . . *Dayton*
WKBN . . *Youngstown*

OKLAHOMA
KADA . . . . . *Ada*
KCRC . . . . *Enid*
KBIX . . . *Muskogee*
KOMA . . *Oklahoma City*
KVOO . . . . *Tulsa*

OREGON
KFJI . . *Klamath Falls*
KOIN . . . . *Portland*

PENNSYLVANIA
WCBA-WSAN . *Allentown*
WFBG . . . . *Altoona*
WLEU . . . . *Erie*
WKBO . . *Harrisburg*
WCAU . . *Philadelphia*
WIP. . . *Philadelphia*
WCAE . . . *Pittsburgh*

RHODE ISLAND
WJAR . . . *Providence*

SOUTH CAROLINA
WAIM . . . . *Anderson*

TENNESSEE
WOPI . . . . *Bristol*
WDOD . . *Chattanooga*
WREC . . . *Memphis*
WLAC . . . *Nashville*

TEXAS
KGNC . . . . *Amarillo*
KGKO . *Dallas-Ft. Worth*
WBAP . *Dallas-Ft. Worth*
KRLH . . . *Midland*
KPDN . . . . *Pampa*
WOAI . . *San Antonio*

UTAH
KDYL . . *Salt Lake City*

VERMONT
WCAX . . . *Burlington*
WNBX . . . *Springfield*

VIRGINIA
WSVA . . *Harrisonburg*
WRVA . . . *Richmond*
WDBJ . . . . *Roanoke*

WASHINGTON
KXRO . . . *Aberdeen*
KIRO . . . . *Seattle*
KMO . . . . *Tacoma*
KUJ. . . . *Walla Walla*
KIT . . . . . *Yakima*

WEST VIRGINIA
WHIS . . . *Bluefield*
WBLK . . . *Clarksburg*
WCHS . . . *Charleston*
WPAR . . . *Parkersburg*

WISCONSIN
WEAU . . . *Eau Claire*
WHBY-WTAQ . *Green Bay*
WKBH . . . *La Crosse*
WIBA . . . . *Madison*
WOMT . . . *Manitowoc*
WISN . . . *Milwaukee*
WHBL . . . *Sheboygan*
WSAU . . . . *Wausau*

HAWAII
KHBC . . . . . *Hilo*
KGMB . . . *Honolulu*

CANADA

ALBERTA
CFAC . . . . *Calgary*
CJCA . . . *Edmonton*

BRITISH COLUMBIA
CKWX . . . *Vancouver*

MANITOBA
CFAR . . . *Flin Flon*
CJRC . . . *Winnipeg*

NEW BRUNSWICK
CKCW . . . . *Moncton*
CHSJ . . . *Saint John*

ONTARIO
CKPC . . . *Brantford*
CKOC . . . *Hamilton*
CKCA . . . . *Kenora*
CBO. . . . . *Ottawa*
CKSO . . . . *Sudbury*
CKLW . . . . *Windsor*

QUEBEC
CKAC . . . *Montreal*
CKCV . . . . *Quebec*
CHLT . . . *Sherbrooke*
CHLN . . *Three Rivers*

SASKATCHEWAN
CKBI . . *Prince Albert*
CJRM . . . . *Regina*
CJGX . . . . *Yorkton*

FOREIGN

AUSTRALIA
5 DN . . . *Adelaide*
4 BC . . . . *Brisbane*
3 KZ . . . *Melbourne*
2 GB . . . . *Sydney*

NEW ZEALAND
1 ZB . . . *Auckland*
2 ZB . . . *Wellington*
3 ZB . . *Christchurch*
4 ZB . . . . *Dunedin*

MEXICO
XEW . . . *Mexico City*

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg

PORTO RICO
Destileria Serralles Incorporated . *Ponce*

VENEZUELA
YV5RA-YV5RC . *Caracas*

M SERVICE . . . *a Service of*

CASTING SYSTEM

BROADCASTING and Broadcast Advertising

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Lest We Forget

WITH familiar fanfare, and largely the same cast of characters, preliminary work has started on negotiation of new ASCAP contracts under which radio once again will strive for an equitable arrangement covering music performing rights from that well-organized and hitherto impregnable combine. Present contracts, oppressive for the majority of stations, expire Dec. 31, 1940, culminating a five-year run of comparative peace.

The resolution adopted by the NAB Copyright Committee, seeking for the industry what amounts to the so-called "newspaper contract", under which stations would pay royalties only on revenue derived from the sale of time for programs using ASCAP music, is sound in principle. There are, of course, corollary considerations, such as the amount of the percentage or the cost per program for music, availability of a complete guaranteed catalog which stations can use as performance guides, and placement of responsibility at the source, which must be met, assuming ASCAP is willing to deal on that basis.

Coincident with the NAB meeting, it was interesting to note a couple of trial volleys from the ASCAP camp which to "old timers" were reminiscent of earlier negotiations. E. C. Mills, former ASCAP general manager, now chairman of its executive committee, loosed a typical broadside against "NAB stupidity"; purported NAB espousal of State anti-ASCAP laws (which is questioned by broadcasters themselves who have been seeking NAB support); and then, as always, threatened withdrawal of ASCAP music.

At about the same time, the magazine *Ken* yielded to ASCAP's propaganda spell by devoting a comprehensive article and a double-truck of pictures to "The Case of ASCAP". It talked of ASCAP's "1,250,000 pieces of music", when the U. S. Copyright Office registrations show only an aggregate of 508,000 titles including piano rolls, and when ASCAP does not lay claim to *all* performing rights. It talked of protection for thousands of composers when Dr. Isaac Goldberg, in his book *Tin Pan Alley*, brings out that 80% of the really popular hits are written by a total of only 15 composers. Their popularity is made possible by a "vast system of exploitation", with radio the key medium.

With 21 months to go before expiration of present contracts, NAB as industry negotiator is starting none too early. The copyright history of 1932 and of 1935 should not be forgotten. In each instance, broadcasters, with their backs to the wall by virtue of division in their ranks, of "pre-negotiation" of contracts by certain groups and of discriminations openly practiced by ASCAP, found they were forced to accept its terms under pain of withdrawal of performing rights.

Radio cannot again afford a house divided. ASCAP is quick to move in on such situations even though it has had, and still has, serious internal troubles of its own because its publisher members do not see eye to eye with composer members who constitute a reported minority. ASCAP's potent lobby in Washington also has been used with telling effect in frustrating efforts to enact equitable copyright legislation.

We feel that in the current conversations the byword should be open covenants openly arrived at. In that way, there would be no secret deals, no discrimination and no eleventh hour deadlock. All stations are affected. Networks and independents, newspaper and non-newspaper owned, NAB members and non-members should be on equal footing.

It is fair to assume that ASCAP will be satisfied with its present royalty "take", variously reported as between $3,500,000 and $5,000,000 a year. But it obviously will ask for more. Broadcasters do not begrudge payment of royalties if they can do so under conditions which do not entail duress and under circumstances which would involve payment only for what they use—not what ASCAP dictates as a "privilege tax".

Washboard Dramas

BEFORE attempting these lines, we gumshoed to the door, quickly glanced up and down the corridor, pulled down the shades and started our customary peck-and-hunt pounding. We wanted to be sure another "program crisis" wouldn't interrupt our essay.

Censorship or no censorship, there will be program issues as long as there are programs. The trend toward program standards, voluntarily invoked by the industry, is perking up at this writing, and the NAB is now in the throes of producing a streamlined version of proposed standards. That is moving in the proper direction.

Now, while all appears to be serene for the moment on the program front, we propose to take the offensive. Our text deals with the tendency toward program ruts—the tendency of so many sponsors to follow the leader because the leader has achieved results. We have in mind the daytime drift which appears to be making every day wash-day. We refer, if you please, to the *washboard-dramas*.

Advertisers are that way: They are interested, of course, in ringing the cash register, and they take what appears to be the easiest route. In not a few instances, if they spent more on preparation of copy and less on Hollywood talent, and used finished announcers rather than circus barkers, their offerings might be more enticing.

In radio's earlier days, radio advertisers found it expedient to harangue and shout prices and incite 100-yard dashes down to the corner grocery. Experience, time, and taste, however, have led to deft handling of commercial credits, at least during the evening hours.

Just as surely, the same trend must come in daytime schedules. We are confident the diversity that makes night programs so well balanced for the listener likewise will filter into daytime offerings.

NOT SINCE the latter '20s, when O. H. Caldwell sat as a member of the Radio Commission, has a radio regulatory body boasted a practical newspaperman on its board. Frederick I. Thompson, who has been nominated to succeed the veteran Judge E. O. Sykes, is a militant publisher whose editorial crusades are almost legendary in his native South. None will gainsay that the FCC hasn't plenty of fight, but usually of the wrong kind. We trust Mr. Thompson will inject into the FCC some of the regulatory vitamins it has lacked so long.

Pap-Happy Radio

WE THOUGHT radio had learned a harsh lesson last fall when the movie moguls decided to blow a million on newspaper advertising in their "best entertainment" campaign, while cadging very nice "sustainers" from broadcasting. But, alas, our broadcasters still fall for the free-time pap.

NBC advises that on April 1, at 8 p. m., its Blue network will celebrate the world premiere of the Warner Brothers picture, "Dodge City", featuring stars of the picture and others for an hour stint. Warner's promotes its picture gratis by radio (if the affiliates come through), but it still *buys* newspaper space.

Simultaneously, S. Charles Einfield, Warner's director of advertising and publicity, announces that his company will spend 98% of its advertising appropriation for 1939-1940 in the newspapers! During the six weeks following March 15 newspapers will get $180,000.

We also learn that Cecil B. DeMille will tour the country to promote his latest epic "Union Pacific", visiting 30 cities with a short-wave transmitter aboard the train. His plan is to rebroadcast over local stations as the train approaches each city. In view of the advertising methods of the talkie titans, it seems to us each station manager would do well to present Mr. DeMille, et al, with his rate card upon arrival.

REPORT of a study conducted by the Child Study Assn. of America, directed by Sidonie Matsner Gruenberg, in cooperation with the National Council of Parent Education and the National Advisory Council on Radio in Education has been published by the University of Chicago Press under the title, *The Use of the Radio in Parent Education* [75 cents].

We Pay Our Respects To —

FRANK WESTBY FERRIN

TO THE FIVE senses that most men have, add one that few men have and there's Frank Westby Ferrin, newly-elected vice-president in charge of radio of Henri, Hurst & McDonald, Chicago agency. The sixth sense is a "sense of people", and how Frank Ferrin got it is a story splashed with color. His is the easy, open manner behind which lurks business acumen and a distinct will of his own.

This will popped up when Frank was 15, just after his graduation from high school at the unusual age of 14. Frank and the unusual have been pals ever since. Versatility and resourcefulness have been his very close friends. Born in Minneapolis Nov. 13, 1904, and christened Frank Westby Ferrin by proud Irish parents, he did the usual things—went to grade school and on through North High School. Frank's father wanted him to study law at Minnesota U., but Frank bucked. With a lad named Jack Kearns (now manager of Stewart-Warner in Seattle), he set out to see the world.

From 1919 through 1922 they rode the rods across every State, held at one time or another almost every kind of odd job in America. Coal mines, foundries, lumber camps, selling—they tried them all until finally the urge came to enter show business. They travelled with Ringling Brothers, wandered with tent show stock companies. Frank did *Hamlet*, later joined a burlesque show as a walk-on comedian. Finally, at the seasoned age of 18, he returned to Minneapolis and became associated with the Bainbridge Players at the Schubert Theatre. Later he wrote, produced and acted in a comedy skit called *Nels & Ole*, panicking the local Swedes with a burlesque of their own accent. The act was a hit and Frank toured the country on the Orpheum Circuit.

In 1927 he entered radio and did a one-man show in six dialects on WHRM (now WTCN), Minneapolis. From talent he went to radio production, from production to management of WHRM. After a successful year as a station manager the old theatrical urge struck and he returned to the road with his act.

In Chicago he auditioned at NBC and got on the air sustaining. Bill Hay, of *Amos 'n' Andy* fame, suggested that Frank have the act recorded. In the process of making the transcriptions he got interested in that phase of radio, decided to enter the transcription business. Back in Minneapolis, Frank got financial aid from Harold Field of the old F & R Circuit and in 1932 opened Midwest Recordings Inc. with Louis Knopp, who heads the firm today.

From scratch, the company rose to $750,000 annual recording sales. As vice-president of Midwest, Frank handled sales and promotion, sold extensive spot campaigns to such impressive clients as General Motors, General Mills, Chrysler Corp., and Ralston-Purina.

In December of 1937, Frank left Midwest Recording to become director of the rapidly growing radio department of Henri, Hurst & McDonald. For his firm he directs the placement of all spot and network radio. Acme White Lead & Color Works, Detroit (paints), and Ballard & Ballard Co., Louisville (flour, feed and Oven-Ready Biscuits), have "all radio" advertising budgets, while John Morrell & Co., Ottumwa, Ia., nationally-known packers and makers of Red Heart dog food, spends much of its advertising budget on radio. For these accounts, Mr. Ferrin uses national network shows, shrewdly supplemented with extensive spot campaigns. Other important accounts handled include Blatz Brewing Co., Perfect Circle Co., Fairbanks Morse Co., International Shoe Co.

Mr. Ferrin married the charming Barbara Steen of Cincinnati in 1927. They have two daughters, aged seven and two. Radio men visiting in the new Ferrin suburban home know Frank's hobby, for above the fireplace hangs the champion Great Northern pike of the 1937 season—weight 26 pounds and 11 oz. Well-known among fishermen in the lake districts of Minnesota, Frank admits he looks forward with keen anxiety to a long session of deep sea fishing. His other hobbies are riding and hunting.

Frank still "travels the circuit" a great deal, but this time it's a circuit of important radio advertisers. When in Chicago his office overflows with radio representatives. About his well-tailored business tweeds and well-trimmed mustache—even the dimple in his chin—they note his flare for showmanship. In his conversation there is the deep logic of the man who knows his business. Nearly six feet tall, Frank weighs 167 pounds, carries himself like a man who knows and likes people because he understands people, who knows the radio business because he grew up with the radio business.

Perhaps his bosses have written his finest tribute. In the large waiting room of Henri, Hurst & McDonald there is a book called "Men Behind the Names", which introduces the agency's personnel to business callers. Of him his bosses say, "Mr. Ferrin's experience dates back to the beginning of radio and covers every phase of the broadcasting industry—production, direction, writing, casting, and the purchasing and selection of network and spot facilities. He not only has imagination, is not alone a showman, but a sound, sensible businessman who has handled top-flight national accounts."—P. C. B.

Personal NOTES

ARTHUR WESTLUND, general manager of KRE, Berkeley, Cal., recently was elected president of the Northern California Broadcasters Association at a meeting of the organization held in Oakland. Philip Lasky, general manager of KSFO, San Francisco, was named secretary. Westlund succeeded S. H. Patterson, manager of KSAN, as president, and Lasky filled the post formerly held by L. D. West, mainland representative for the Honolulu Broadcasting Company.

REX V. LENTZ, formerly head of Food Industries of Texas at Dallas and chairman of public relations for the Committee of Dallas, has been named commercial manager of KGKO, Fort Worth, it was announced March 15 by George Cranston, assistant general manager. Tom Morris, formerly with United Press in San Antonio, has been named to the sales and continuity department.

LLOYD SMITH, former assistant sales manager of WEW, St. Louis, is now manager of WCLS, Joliet, Ill. WEW announces the addition of Ed Goldsmith and John Maloney to its sales staff.

M. E. KENT, manager and commercial manager of WTOL, Toledo, and Jack Zeigin, chief announcer and assistant program director, who have been with the station since it began operating early in 1938, have resigned. Sterling Beeson Jr. has been named acting manager.

JAMES BARRETT, head of the Press-Radio Bureau and onetime city editor of the old *New York World*, with Rosaline Green, radio actress, on March 27 started a thrice weekly show on WMCA, New York, titled *The News Hits Home* and featuring late news bulletins with a discussion of news values between a city editor and woman reporter.

R. J. E. SILVEY, director of listener research for the BBC, who is visiting in America, was the guest of honor at a luncheon given by CBS in New York on March 21. Luncheon was attended by Felix Greene, New York representative of the BBC; George Gallup, director of American Institute of Public Opinion; C. E. Hooper; Archibald Crossley; Percival White, Market Research Corp.; Arnold Johnson, research director, J. Walter Thompson Co.; Almon Taranto, time buyer, Wm. Esty; Ford Sammis, assistant to president, Lord & Thomas; J. Brooks Emory, research director, Benton & Bowles; Robert N. King, research director, BBDO; Hugh M. Beville Jr., chief statistician, NBC; Dr. Frank Stanton, director of research, CBS.

W. C. WESTER, formerly of WTAQ, Green Bay, and WOMT, Manitowoc, Wis., has joined WKBZ, Muskegon, Mich., as sales manager, succeeding Philip Sanford, who resigned recently to join the sales staff of Old Dutch Refining Co. in Muskegon.

FOX CASE, CBS western division director of public affairs, Hollywood, has been appointed a member of the California State Board of Agriculture.

HUGH A. L. HALFF, president and general manager of WOAI, San Antonio, recently won several local badminton tournaments.

A. A. SCHECHTER, director of news and special events for NBC, addressed the faculty and student body of Beaver College, Jenkintown, Pa., on March 28.

JOHN CHILES recently resigned from the KYA, San Francisco, sales department, to resume his career at sea as a mate on one of the steamers of the American Presidents Line.

L. B. WILSON, president and general manager of WCKY, Cincinnati, presented a trophy to the outstanding player in the Ohio-Kentucky-Indiana basketball tournament, played recently in Cincinnati. Robert Drennen, guard on the champion Holy Family Celtics team who won the award, was interviewed by Charlie Shear, municipal recreation department supervisor, on his WCKY program, *Muni Sports*.

HERBERT M. BINGHAM, Washington radio attorney, and Mrs. Bingham on March 21 became the parents of a 9 lb. 2 oz. daughter. She is their third child.

WILLIAM S. PALEY, president of CBS, and Lenox R. Lohr, president of NBC, have been named co-chairmen of the broadcasting committee of the Greater New York Fund Charity Drive.

SID MORGAN, managing director of 3KZ, Melbourne, Australia, arrived in Hollywood in late March and will remain on the West Coast six weeks. He will later go to New York and London.

ROY THOMPSON, owner of CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; and CKGB, Timmins, Ont., returned to Canada March 28 after a three-month holiday in Europe.

DON FISCHER has been promoted to the assistant managership of WTAD, Quincy, Ill.

BRYAN SHAVER, co-owner of KSAM, Huntsville, Tex., married Miss Samuella Wynne, of Huntsville, March 30.

GAYLE GRUBB, manager of WKY, Oklahoma City, addressed a breakfast meeting of the Oklahoma City Business Leaders Assn. March 24 on "Radio Showmanship and Future Trends".

JOHN HARVEY, recently with Blackett-Sample-Hummert in Chicago, where he was assistant account executive on the General Mills account, has joined the sales staff of KMOX, St. Louis.

XUM

MARIE C. SULLIVAN, formerly with Eastern Airlines, has joined the sales staff of WMCA, New York. Prior to her aviation experience, Miss Sullivan was director of women's sales of the Palmer House in Chicago during the Century of Progress Exposition, and she was also connected with General Motors as office manager of various branches.

GERALD STANLEY has been designated by Elliott Roosevelt, president of Texas State Network, as general manager, with Harry Hutchinson named assistant general manager in charge of station relations, Jack Mitchell production manager, Robert Brooks program director and Benton Ferguson vice-president in charge of merchandising, promotion and publicity.

ROBERT B. ROWLEY, manager of WICA, Ashtabula, O., has joined his parents, Mr. and Mrs. Claude A. Rowley, at Rancho de la Osa at Sasabe, Ariz., for a vacation. The elder Mr. Rowley is owner of WICA.

MILTON N. GWALTNEY, formerly managing editor of the *Suffolk* (Va.) *News-Herald*, has succeeded the late R. L. Stricklen Jr. as manager of the Staunton office of WSVA, Harrisonburg, Va.

ARTHUR Q. MOORE, formerly of KRLC, Lewiston, Idaho, and KUJ, Walla Walla, Wash., has joined KIT, Yakima, as sales manager.

WILBERD CHAFFIN has resigned as commercial manager of KVSO, Ardmore, Okla., to return to newspaper work as advertising manager of a weekly newspaper owned by the same company as the station.

GAYLE GRUBB, manager of WKY, Oklahoma City, heard his novelty song, "Fifty Cent Dinner at Nick's", broadcast for the first time on *Southwestern Stars*, WKY's NBC show, on March 4. Heavy mail response requesting permission for use of the song indicated that it may become a nationally popular novelty piece.

PHILIP G. LASKY, general manager of KSFO, San Francisco, has been appointed to the radio division of the Red Cross Disaster Relief Commission. Lasky also was named to serve on the publicity and public relations division of the Commission.

VIRGIL HICKS, formerly of KGLO, Mason City, Ia., has joined the sales staff of KTSM, El Paso. Neyland Inabnit has been named new merchandising manager of KTSM, coming from KWEW, Hobbs, N. M.

JOHN R. LEWIS, formerly with NBC, has been appointed musical director of KTSM, El Paso. Easton Pace, formerly with KANS, Wichita, has joined the announcing staff.

DAVID B. HENLEY, merchandising manager of WDAY, Fargo, and Mrs. Henley have adopted a four-month-old daughter, Nell.

CHARLES BARROWS, Robert Bagley and Jack Reed recently resigned from the San Francisco sales staff of KROW, Oakland, Calif.

MRS. ENID BEAUPRE of NBC sales promotion division is a member of the Eisteddfod Committee in connection with Welsh-American participation in the New York World's Fair. The Eisteddfod, an old Welsh institution, is conducting choral competitions for the Fair.

HARRY MASON SMITH, commercial manager of WBBM, Chicago, addressed the Peoria Advertising & Selling Club March 20 on "Selling Radio to the Midwest and Making it Pay".

J. FRANK BURKE, owner of KFVD, Los Angeles, has been appointed a member of the California State Board of Control by Gov. Culbert Olson.

LESLIE E. MAUPIN has joined the sales department of KLPM, Minot, N. D.

Didos and Tomatoes

TOM CROXTON, of WIOD, Miami, assigned to describe the tomato throwing contest which began the Dania tomato festival, appeared in white coveralls. In spite of all precautions, however, the tomato fighters, pretty high school girls in bathing suits, took time out to shower Croxton with a barrage of ripe tomatoes which soaked through the coveralls and splattered his unprotected face and head, and finally struck the microphone, signing off the description with a squashy thud.

WILLIAM S. PALEY, CBS president, is in Hollywood for conferences on network business with Donald W. Thornburgh, Pacific Coast vice-president. He will remain in Hollywood for the launching of the *Amos 'n' Andy* program on CBS April 3, under continued sponsorship of Campbell Soup Co.

MAJOR PRICE HARRISON, formerly of WSAI, Cincinnati, has joined the sales staff of WHB, Kansas City.

DON DAVIS, president of WHB, Kansas City, sailed March 25 for Bermuda aboard the *Monarch of Bermuda*. In the Davis party were Mrs. Davis and daughter, Peggy, who attends the Holton Arms School, Washington, D. C.

JOHN MADDRELL, formerly of WIBA, Madison, Wis., has joined the commercial staff of WOC, Davenport, Ia.

H. K. CARPENTER, vice-president of United Broadcasting Co., and general manager of WHK-WCLE, Cleveland, has returned after a three-week vacation in the East and in New Orleans, where he visited WHK-WCLE baseball announcers making pre-season transcriptions.

F. W. BORTON, president of WQAM, Miami, has returned from a six-week Central and South American cruise through the West Indies with Mrs. Borton.

WTMJ Revamps Sales

REORGANIZATION of the commercial department of WTMJ, Milwaukee, with creation of a new sales promotion division, has been announced by Manager Don Albert. Russ Tolg, who has been named sales promotion manager, working closely with William F. Dittman, sales manager, will coordinate all sales promotional activities. Mr. Tolg, who has been with The Journal Co., operators of WTMJ, for 11 years, has been the station's continuity director for the last seven years. Harry Eldred, until recently publicity director, has been named continuity director, with station publicity to be handled by his department. Neale Bakke, senior salesman, has been made assistant sales manager, and Douglas Kamp has been transferred from the continuity department to the sales staff.

Mrs. Melrose Promoted

APPOINTMENT of Edythe Fern Melrose, former agency account executive and former manager of WCLE, Cleveland, as general manager of WJW, Akron, was announced March 25. Mrs. Melrose joined the station as commercial manager in early December. She succeeds S. W. Townsend.

WCKY, Cincinnati, broadcast an intimate account of the salute Mayor Stewart of Cincinnati gave the piece of genuine Blarney Stone, brought from Ireland by B. T. Babbitt Corp. to promote its *David Harum* program on NBC-Red. Rex Davis, of WCKY, behind the mike, with Miss Helen Glendening, of the WCKY promotion staff, donned Irish attire for the event.

Cisler Moves to WGRC

S. A. (Steve) CISLER on May 1 will leave the general managership of KTHS, Hot Springs, Ark., to become general manager of WGRC, New Albany, Ind., across the Ohio River from Louisville. Mr. Cisler has been supervising WGRC since last June through J. Porter Smith, who will become commercial manager. He has contracted to manage the station for five years, and has purchased a controlling interest in the company subject to FCC approval. WGRC is a 250-watt daytime station on 1370 kc., but has applied to the FCC for fulltime on 880 kc.

James C. Kassel

JAMES C. KASSEL, 31, of the WKY staff orchestra, Oklahoma City, and his wife were found dead in their home March 21. They were found fully clothed in a bed room where a gas fire was burning. Death was due to inhalation of gas fumes, according to a report filed by the Oklahoma County coroner. Mr. Kassel, whose father operates a large Oklahoma City Music Store, joined the WKY staff orchestra in January, 1937, after acquiring a national reputation among musicians with several name bands. He left the better known organizations in order to live in his home town where he intended to take over the managerial duties of his father's store.

George T. Corcoran

GEORGE T. (Red) CORCORAN, 38, Hollywood radio writer and former network comedian, died at Queen of Angels Hospital, Los Angeles, on March 27. He had been convalescing at the hospital for several weeks following an emergency appendicitis operation. He had been in radio for approximately eight years, having been a featured comedian on the old *Hi-Jinks* program on Don Lee. More recently he turned his talents to writing and was with the *Al Jolson* program in that capacity since September, 1938. Surviving is his widow.

BEHIND the MIKE

LLOYD DENNIS Jr., assistant program director of WJSV, Washington, has been named head of the program department, replacing Ted Long who has returned to New York. He has been at WJSV since June, 1937, coming from Boston stations.

SCOTT WEAKLEY, man-on-the-street for KROW, Oakland, Calif., on his 800th consecutive broadcast for his sponsor, Davidson and Licht, Oakland firm, was presented with an Eastman Compur Rapid Candid Camera.

ARMAND GIRARD, baritone, has been named commercial announcer for the *Wheat Hearts* program, released on NBC-Red-Pacific, by the sponsor, Sperry Flour Co., San Francisco.

JACK BEAUVAISE, of WEEI, Boston, has been promoted from the traffic department to assistant to George R. Dunham Jr., sales promotion manager.

PETER GRANT, newscaster of WLW, Cincinnati, recently took over the late news period at 11 p. m. which with his *Sunday Evening Newspaper of the Air* programs for WLW and NBC, and his starring position in *Front Page Parade*, fed from WLW to MBS thrice-weekly, makes him top-ranking newscaster of the station.

EDGAR L. TIDWELL and Bradley Harris, for the last two years on the staff of KGB, San Diego, Cal., have been made production manager and chief announcer, respectively of that station. They have split the former duties of David Young, who recently resigned to become continuity editor of the Don Lee Network.

ROBERT M. BOYD, formerly assistant, has been made production manager of KDB, Santa Barbara, Cal. He succeeds Anthony LaFrano, resigned.

LEW WHITE, organist on the CBS program *Her Honor, Nancy James*, recently became the father of an eight-pound baby girl.

OLIN TICE, of the announcing staff of WDNC, Durham, N. C., has been named program director.

EMERSON WALDMAN, former NBC news editor and special events writer in Washington, has joined the network's press division in New York.

A. MAXWELL HAGE, formerly radio production manager of UP in New York, has joined NBC news and special events division. A free-lance writer in Hollywood for the past year, Mr. Hage did special production work for Eddie Cantor.

THOMAS B. McFADDEN has been promoted in NBC news and special events department to a full-fledged writer, and is assisting Bill Stern in the preparation of his sports news program broadcast six times weekly on NBC-Red.

HOWARD KOCH, New York radio writer, is now in Hollywood under a Warner Bros. film writing contract.

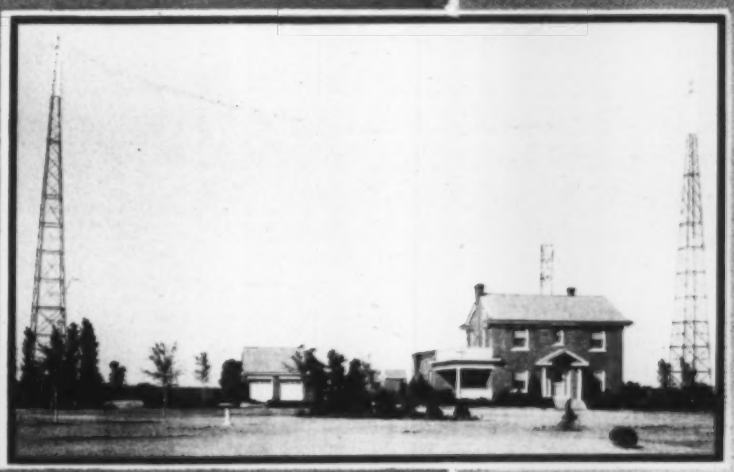
GUILBERT GIBBONS, formerly of the radio department of Lord & Thomas, Chicago, has joined the production staff of NBC-Chicago.

SANDY GUYER, conductor of *920 Club* on WPEN, Philadelphia, recently won the Achievement Award of the National Swing Assn. for the best program presented by a Philadelphia station in 1938. The award, a certificate and plaque, was given Guyer after a popularity poll conducted by the Association.

CARROLL NYE, news editor of Radio Features Service, Hollywood, has been cast as the second husband of Scarlett O'Hara in the Selznick film, "Gone With the Wind".

Whom do you know with

TOWERS TO SPARE?



● WKY's transmitter building, with towers supporting auxiliary antenna. 500 feet back is WKY's regularly-used Truscon vertical radiator, shown at right.

● WKY once needed an extra tower . . . and had one to spare! When lightning blew out the condenser in WKY's new vertical radiator, the signal was automatically switched over to stand-by equipment . . . to a set of $6,000 towers maintained for just such an emergency. Not many radio stations carry a spare tower . . . but then, not many stations can match WKY's readiness to meet any emergency.

To bring WKY's listeners up-to-the-minute details of storms, floods, fires and human interest situations, one of the country's finest 200-watt mobile transmitters stands ready at all times. Intricate and costly control boards automatically throw spare equipment into operation at the first sign of difficulties.

The harmonious operation of men, methods and machinery in Oklahoma's finest radio station is responsible for its nation-wide acceptance as Oklahoma's most listened-to station.

WKY is the station with a tower to spare. It controls a listening audience with money to spare for products exploited over it.

WKY *Oklahoma City*

NBC AFFILIATE ▫ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. ▫ THE DAILY OKLAHOMAN AND TIMES THE FARMER-STOCKMAN ▫ MISTLETOE EXPRESS SERVICE ▫ STATION KVOR, COLORADO SPRINGS RADIO STATION KLZ, DENVER (AFFILIATED MANAGEMENT) ▫ REPRESENTED BY THE KATZ AGENCY, INC.

XUM

We're proud to announce--

that

KFSD

SAN DIEGO

is now available to California Radio System advertisers.

The addition of this 1,000-watt NBC-affiliated station operating on the preferred frequency of 600 kilocycles makes our coverage of California just about perfect!

*CRS is now the only regional network which offers stations in each of California's eight leading markets.**

The nine CRS stations give the advertiser CLEAN-CUT coverage of the Golden State—the kind of coverage that pays! BIG stations, located in the BIGGEST markets, where 92% of California's population resides!

*The eight markets

Los Angeles — Long Beach
San Francisco
San Diego
Sacramento
Fresno
Stockton
Bakersfield
Santa Barbara

In California it's . . .

THE CALIFORNIA RADIO SYSTEM

McClatchy Broadcasting Company

Sacramento

EDLY ROGERS, manager of KALB, Alexandria, La., and sports announcer for Louisiana Network, recently completed a series of eight transcribed interview programs, featuring members of the New York Giants in spring training camp at Baton Rouge. Two players were interviewed on each quarter-hour disc, and the programs are used by Louisiana Network stations to publicize the Giant's exhibition games.

BEN PURNELL, formerly soloist with the Buddy Rogers and Richard Coles orchestras, has joined WHBL, Sheboygan, Wis.

J. LEONARD TAYLOR, formerly chief announcer of WKST, New Castle, Pa., has been promoted to program manager. Grant Thomas, 17-year-old announcer, has been named news editor, and Sherwood Durkin, production manager.

TY TYSON, sports commentator of WWJ, Detroit, is in Lakeland, Fla., at the Detroit Tigers' spring training camp, supplying first-hand last-minute news for his daily sport show, conducted in his absence by Harold Priestley. He also is presenting daily five-minute transcriptions, *Ty Tyson's Baseball Preview.*

ROBERT DWAN, producer at NBC, San Francisco, recently returned to his duties following an appendectomy.

PAT FLAHERTY, production manager of WOAI, San Antonio, recently married Anna Kaye Carroll, of the WOAI continuity staff.

BOB ANDERSON, newscaster at NBC, San Francisco, and Margaret Hanley, secretary in the CBS sales department, San Francisco, have announced their engagement, with the wedding planned for autumn.

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1000 WATTS FULL TIME

EDWARD C. AMES, news commentator of WSPD, was named Toledo's outstanding young man for 1938. He is shown here (right) receiving the Achievement Award of the Junior Chamber of Commerce for his work in inaugurating and putting into successful operation the local hospital service plan. The award, a gold key, was presented by Burton L. Ford (left), national counselor for the Junior Chamber.

PAUL GATES, formerly assistant supervisor of announcers at NBC, San Francisco, recently was promoted to the post of supervisor of announcers and night programs. He succeeded Richard Ellers, who left the staff recently. Grant Pollock was named Gates' assistant.

GEORGE C. BIGGAR, agricultural director of WLW, Cincinnati, addressed the radio conference of the tri-State district at St. Clairsville, O., in March.

PATRICK J. KELLY, NBC's supervisor of announcers in Radio City, last month completed ten years with the network. A former concert singer, Mr. Kelly announces and sings for Cheerio's program on NBC, and announces *Getting the Most Out of Life* programs, heard daily on NBC for Fleischmann's Foil Yeast.

ANN HONEYCUTT, authoress, and at one time CBS assistant program director, has joined the program staff of WOR, Newark, to build new programs and tune up old ones.

ALAN STRATTON, announcer of WOV, New York, has drawn 23 caricatures for *The Almanac of Donna Vincenza,* a book about leading Italians in the radio and theatrical world compiled by the Italian comic, Angelo Gloria.

WALLACE BEEBE, announcer of KIT, Yakima, married recently. Patricia Bresnahan, of Tacoma, has joined the business staff of KIT.

HAL WOLF, formerly of KOMO and KJR, Seattle and William Wood, Jr., formerly with KLS, Oakland, are recent additions to the NBC announcer's staff in San Francisco.

KATHRYN McGRATH has joined the staff of KLPM, Minot, N. D., as secretary and musical director.

LEW HENRY, announcer of WHK-WCLE, Cleveland, is the father of a girl born recently. Mr. and Mrs. Henry formerly were the CBS team, *Agnes & Lew,* broadcasting on the network from Cleveland.

WALTER GUILD, producer at KSFO, San Francisco, has recuperated from injuries received in an auto accident.

HELEN LEE has been made office manager of Cinematone Corp., Hollywood production and recording concern.

JOE HERNANDEZ, well-known Pacific Coast racing announcer, has been signed to announce races at Pimlico, Baltimore, starting April 23. During his absence from the West Coast the California race broadcasts on Don Lee-Mutual will be handled by Tom Gwynne and Don Billings.

JOHNNIE ERP, who has been in charge of NBC news service for the Goodyear farm program in Kansas City, rejoined the NBC-Chicago staff March 26 when Kansas City origination of the program was discontinued. Chicago and New York will continue as points of origin for the *Goodyear Farm Radio News* heard five days weekly on 35 NBC-Blue stations.

STUART DUNBAR, sports announcer of KSAL, Salina, Kan., has been assigned to handle all home and away games of the Salina Millers of the Western Association.

BENNIE CRAIG has been assigned to handle all out-of-town games of the Little Rock Travellers of the Southern Association, under sponsorship of the Colonial Baking Co. over KARK, Little Rock. Same client also is sponsoring a pre-season series of interviews with players titled *Meet the Travellers* and conducted by Craig.

JACK SWINEFORD, recently with WKY, Oklahoma City, and formerly with New York and Hollywood stations, has joined the announcing staff of KARK, Little Rock.

TED BELL, program director of KRSC, Seattle, is now in charge of the radio department of the University of Washington in addition to his KRSC duties.

HENRY NORTON, formerly with KIRO, Seattle, and at one time with KTAR, Phoenix, has joined the staff of KGW, Portland, Ore.

HELEN SLYE, assistant to the program director of WOL, Washington, has announced her engagement to Frank Simmons, student at Georgetown University foreign service school. The wedding is set for mid-June.

WESLEY WALLACE, assistant program director of WPTF, Raleigh, after covering a tornado for the station in February has been speaking to civic clubs on his experiences.

RALPH HARDY, of the production staff of KSL, Salt Lake City, married Maren Eccles, of Ogden, Utah, on March 10.

HARRY BURGE, formerly with WJR, Detroit, and WLW, Cincinnati, has joined the announcing staff of WTOL, Toledo.

EDDIE LINDSTROM, formerly with the New York Giants and Pittsburgh Pirates and more recently third baseman of the Chicago Cubs, has joined the sportscasting staff of WLS, Chicago. He will be heard with Don Kelley in the *WLS Sports Review.*

BOB ELSON, veteran sportscaster of WGN, Chicago, observed his 10th year with WGN on March 26. He entered radio in 1927 in Minneapolis. Prior to joining WGN in 1929, he was a member of the sports staff of KWK, St. Louis. Since 1929 he has covered all world series games, every all-star baseball game and all-star football game in addition to track, racing, boxing and hockey.

ROD O'CONNER has been added to the announcing staff of KSL, Salt Lake City. He formerly was with WTCN, Minneapolis; KVEC, San Luis Obispo, Cal.; KID, Idaho Falls, Ida.; KLO, Ogden, Utah, and KUTA, Salt Lake City.

JANE NOFFSINGER has joined the staff of KGVO, Missoula, Mont., as receptionist.

WALLACE WEST, formerly with the CBS publicity department, joined the NBC press staff on March 27, taking over the work formerly handled by William Kostka, who has been placed in charge of magazine contacts. Julian Street Jr., formerly in charge of the magazine section, has been appointed secretary of the Museum of Modern Art.

WILLIAM McDANIEL has resigned from the NBC guest relations staff to join the sales staff of WMPS, Memphis.

DWIGHT B. HERRICK, in charge of tours for NBC guest relations department, on March 31 married Ruth Orrdean in Rahway, N. J.

D. D. CRAWFORD, formerly secretary-treasurer, has been elected president of National Radio Adv. Agency, Hollywood production concern. He succeeds Harry Jacobs who is no longer with the firm. J. D. Crawford is vice-president.

ED CARLTON, Hollywood writer, has been added to the script staff of the CBS *Tuesday Night Party* sponsored by Lever Bros. Co.

TONY STANFORD of the J. Walter Thompson Co. Hollywood staff has taken over production of the NBC *Chase & Sanborn Hour* sponsored by Standard Brands. Cal Kuhl continues as producer of the NBC *Kellogg Circle*.

WALTER WINDSOR, formerly of WTOL, Toledo, has joined the announcing staff of WKBZ, Muskegon, Mich.

LOUISE HARRIS recently was added to the KFRC, San Francisco sales staff as statistician.

KAY BARR, head of the press department of KDKA, Pittsburgh, married Bertha S. Lightner on March 16.

LILLIAN SLATER, formerly city editor of the Philadelphia *Jewish Times*, has been named publicity director of WPEN, Philadelphia, replacing Gil Babbitt. Miss Slater, a Temple U graduate, where she was the first woman editor of *Temple University News*, has been active for several years in radio, theatre, school and institutional publicity, and formerly wrote and conducted a women's fashion program for WPEN.

AL SIMON, publicity director of WHN, New York, is also author of "Twisting the Dials", a syndicated weekly radio column appearing in 84 newspapers published in New York, New Jersey, Connecticut, Pennsylvania and Massachusetts.

KEN HOUSEMAN, formerly of WIS, Columbia, S. C., and WJIM, Lansing, Mich., has joined WHAI, Greenfield, Mass., as publicity direc-

HOLLIS (Doc) HULL, formerly a junior announcer at WCAZ, Carthage, Ill., has joined the announcing staff of KWOS, Jefferson City, Mo.

JACK DONNELL, chief announcer at KWOS, Jefferson City, Mo., and Maxine Gordon, formerly of the continuity staff of KUOA, Siloam Springs, Ark., were married March 18 in Jefferson City.

JOHN FRAZER, NBC Hollywood announcer on *The Kellogg Circle*, sponsored by Kellogg Co., has announced his engagement to Dorothy Dowe, film actress.

ED WOLF, NBC director and producer, on March 24 resigned to freelance.

CHARLES BERRY, assistant program director of WOV-WBIL, New York, has taken over the publicity for the station along with his regular duties as announcer and director. Adrian J. Flanter, who has been handling WOV's publicity, will continue to handle sales promotion activities.

BOB REDD, NBC Hollywood writer-producer, is the father of a 6½ pound girl born March 18. Mrs. Redd is the former Gogo DeLys, NBC singer.

PAUL SNELL, Hollywood publicity man, has been added to the exploitation staff of Jesse Lasky's *Gateway to Hollywood*, sponsored on CBS by Wm. Wrigley Jr. Co.

RALPH ROGERS, formerly with KFPY, Spokane, and more recently free-lance sports announcer, handling the basketball broadcasts for Tidewater-Associated Oil Co., has joined KGW, Portland, Ore., as announcer.

JACK PARKER, newscaster of WBCM, Bay City, Mich., has been promoted to studio manager, and Hub Jackson, chief sports announcer, has been named publicity director and special events head.

FORREST W. CLOUGH, formerly of the merchandising department of Texas State Network, has been named educational director of the network, in charge of all college broadcasts, educational features for high and elementary schools, and broadcasts of statewide civic interest.

LEE BENNETT, formerly with WRGA, Rome, Ga., and WRDW, Augusta, Ga., has joined the announcing staff of WAGA, Atlanta. Bob Pollock, journalism graduate of the University of Georgia, is now a staff man at WSB, Atlanta, under the same direction as WAGA.

BOB ELSON, WGN, Chicago, baseball announcer and commentator, is in Los Angeles, during the training period of the Chicago Cubs and White Sox.

AL GODWIN, announcer of WWL, New Orleans, is to marry Thora Spitzfadden on May 18.

FORREST BARNES, Hollywood writer, has sold his radio serial, *The Great Gunns*, to 3XY, Melbourne, Australia, thru its American representative Howard C. Brown, located in the former city. Station has also acquired Australian rights to the serial, *Life of Leonardo da Vinci*, by Edward Lynn, Hollywood.

CONSTANCE SPRY, woman commentator, on March 28 started a new series of weekly morning programs for housewives on WOR, Newark, giving advice on flowers and home decorations.

JERRY LYNTON, Hollywood writer-producer, has joined the staff of Adeline M. Alvord, author's and producer's representative, that city, as director of radio activities.

MANDY PROCHNAU, formerly assistant traffic manager of WKY, Oklahoma City, and recently auditor of KOCY, Oklahoma City, has returned to WKY as secretary to Bob Chapman, sales manager.

RUBEN GAINES, announcer of KVI, Tacoma, Wash., married Jeanne Jackson, of Seattle, March 17.

GERALD CHRISTY O'BRIEN, head of the artist bureau of WICA, Ashtabula, O., has been transferred from the announcing staff to the continuity department to handle production. Kavanaugh Pruitt has filled the vacancy on the announcing staff.

JACK McELROY, formerly of KFH and KANS, Wichita, and KGGF, Coffeyville, Kan., has joined the announcing staff of KTUL, Tulsa.

JOHN CONTE, Hollywood announcer, has replaced Carlton KaDell on the CBS *Big Town* program sponsored by Lever Bros.

EDDIE BUTHERUS, student announcer of KWSC, Pullman, Wash., is a member of the Washington State College ROTC rifle team which recently won first place in the Ninth Corps Area intercollegiate matches.

MAURICE HAZAN, formerly on the announcing staff of XELO and XERB, Mexico, has joined KGER, Long Beach, Cal.

MARVIN DEWITT RAE, promotion manager of WNEW, New York, on March 29 married Marjorie Bellows of Flushing, Long Island.

BURKE CROTTY, photo editor of NBC's press department, on April 1 is being transferred to the network's television production staff to become head of production on the mobile unit, with which NBC is experimenting with outside video pickups under all conditions of light and weather.

BOB MOON, formerly chief announcer of KFAB, Lincoln, Neb., has joined the CBS Hollywood announcing staff.

HAROLD FAIR, program director of WHO, Des Moines, and Mrs. Fair escaped with minor bruises in an automobile accident during a recent trip to Louisiana.

MARION ALFORD, formerly of KTHS, Hot Springs, has joined the announcing staff of KLRA, Little Rock, Ark.

ANN MONTGOMERY, formerly of *Radio Digest*, Chicago, has joined the Hollywood staff of Radio Features Service as writer. She replaces Roberta Woodburn, resigned.

LYNN WILLIAMS, formerly of WLMB, Monroe, La., has joined the announcing staff of KFRO, Longview, Texas, succeeding Frank Holloway, who recently resigned to free lance.

DAVE ROBERTS, formerly of WLW, Cincinnati, has joined KGFJ, Los Angeles. He succeeds Tom Frandsen who resigned to free lance.

TOM MATHEWES, newspaperman, has joined WLAK, Lakeland, Fla., as announcer and will handle sports assignments.

BEN FREEDMAN, Hollywood writer, has been added to the script staff of CBS *Texaco Star Theatre*, sponsored by Texas Co.

LOUIS PIERCE, announcer of WIP, Philadelphia, has resigned to move to Texas. His place was taken by Lee Vines, of Camden.

GEORGE SPEARS has discontinued his weekly *Between the Lines* program on KECA, Los Angeles and is now in New York to complete details for publication of his book, *Through a Monocle*, in which he reveals the Americanization of an Englishman. Mr. Spears is English-born.

FLORENCE CUMMINGS, traffic manager of WSYR, Syracuse, is recovering from an appendectomy, the second member of the staff to be stricken in a month. Al Parker, announcer, is back at work after a similar operation.

DEL CAMP, formerly program director of WDEV, Waterbury, Vt., has joined WHDH, Boston.

CHRISTIAN PHILLIPS, account executive of Davis & Schwegler, Los Angeles, producers of tax-free music and transcriptions, is in the Pacific Southwest contacting station managers. He will return to his headquarters in early June.

EDDIE LYONS, formerly of Mutual-Don Lee on the Coast, and Charles Tigner, of KSAM, Huntsville, Tex., have joined the announcing staff of Texas State Network.

DRESSER DAHLSTEAD, NBC Hollywood announcer, has been assigned to the *Rudy Vallee Variety Hour*, sponsored by Standard Brands Inc.

MRS. HELEN WATTS SCHREIBER, home economics expert of WHO, Des Moines, is expected to return to her *May I Suggest* program about April 1 after a recent emergency appendectomy.

BOB LEE, formerly of KTUL, Tulsa, WMBH, Joplin, Mo., and WHBF, Rock Island, Ill., has joined WTAD, Quincy, Ill., as sports announcer.

ED SCHEUING, who has conducted his own recording and management business for the last four years, has been appointed director of programs and artists bureau of WMCA, New York, and will also build commercial programs.

ALAN SCOTT has been placed in charge of public relations at WCAU, Philadelphia.

BOB BECKER, whose *Chats About Dogs* are heard every Sunday on NBC for John Morrell & Co.'s Red Heart dogfood, was recently elected president of the English Springer Field Trial Club of Illinois, Chicago.

WBAL, Baltimore, has assigned Mary Landis, director of its women's programs, to spend several days each month in New York to gather latest fashion information for her broadcasts.

Personnel Shifts Are Made by WLW

Miss Strawway, Guenther and Mr. Garner Get Appointments

APPOINTMENT of Buelah Strawway, former merchandising director, as promotion manager of WLW, Cincinnati, was announced in March by James D. Shouse, Crosley vice-president in charge of broadcasting. Simultaneously, Mr. Shouse announced the appointment

Mr. Guenther

Miss Strawway

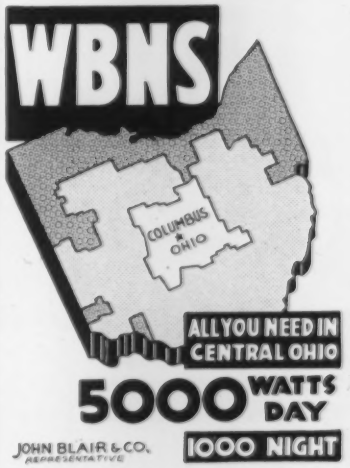
of Wilfred Guenther, former promotion director, to the newly-created position of coordinator of facsimile and television.

Richard W. Garner, formerly with the H. W. Kastor & Sons Adv. Agency, was appointed promotion manager of WSAI, Cincinnati, by Dewey H. Long, station manager. He succeeds John Conrad, resigned.

Miss Strawway joined the WLW staff in October last year, after a varied experience in advertising and merchandising. A native of Columbus, she got her start in merchandising with the Hudson Department Store in Detroit and afterward engaged in agency work in Chicago. After serving with the display and editorial departments of Sears, Roebuck & Co. in Chicago, she joined Kroger Grocery & Baking Co., resigning as copy chief in its advertising department after eight years on the staff, when she joined WLW.

Mr. Guenther joined Crosley last year, coming from Frederick W. Ziv Adv. Agency in Cincinnati. He was formerly with the West Virginia Broadcasting System and program director and promotion manager of WSAZ, Huntington. He wrote radio scripts for C. O. Sachs Adv. Co., New York, several years ago.

Mr. Garner was for 3½ years with Procter & Gamble Distributing Co. before joining Kastor. He also has been with Joseph H. McGillvra and John Blair & Co., station representatives.



Rule on Disc Announcements Should Be Lifted, King Urges

Would Not Include Phonograph Records, However; Opposes Net Disc Activity at FCC Inquiry

ELIMINATION of the mandatory rule requiring identification of transcribed programs by specific descriptive announcement was urged by Gerald King, head of Standard Radio, transcription firm, and president of the Association of Radio Transcription Producers of Hollywood, in a special out-of-turn appearance at the FCC network inquiry March 14.

Mr. King, under direct examination by his counsel, Ben S. Fisher, and cross-examination by Commissioners Sykes and Walker, and S. King Funkhouser, FCC counsel, also termed labor union's demands on transcription concerns "probably the highest of any industry" and voiced stout opposition to operation of transcription services by national networks.

Opposes Discrimination

Since transcriptions are simply another method of broadcasting, there is no reason for discriminating against such programs by requiring the "mechanical reproduction" announcements at both beginning and end, Mr. King commented, although he urged that phonograph records, not produced expressly for radio, remain under the present announcement requirements. However, both live talent and transcribed programs could well be identified at the end of each broadcast in order to let the listener know where the feature is originating, he continued. Although electrical transcriptions, produced solely for radio use, should have some consideration over phonograph records, there is no good reason for discriminating between two equally good programs simply because one is recorded and the other "live", he declared. Drawing an analogy to motion pictures, he said it would hardly be necessary to require a movie's title to include the explanation that "this is an electro-magnetic reproduction of the voices you will hear".

Describing the burden placed on transcription concerns by labor organizations, he said the "excessive" transcription rate of standard pay for artists, under the recently invoked scale, amounted to $18 per man per hour with no allowances for rehearsal, no part-hour rates, and a limit of one quarter-hour transcription in any one hour period. Asked if this did not result in a diminishing use of talent, and a consequent disadvantage to the artist, Mr. King said this was true but that the union's only comment has been, "That's our business; you go ahead and make the transcriptions".

National networks should not be in the recording business, Mr. King declared flatly, and their operation in this field amounts to "unfair competition" to the independent concerns. All things being equal, network affiliates naturally favor the network recording division over the independents in placing their transcription business, he observed.

Growth of the transcription industry is retarded by several static conditions, he said, among them the mandatory announcement rule, which "stigmatizes" transcribed programs in the popular view; hostility of network operating companies; inability of advertisers to clear time on stations, even in cases where they would secure more satisfactory and economical coverage by using transcriptions than by using network programs; recent demands of unions and performing rights groups, and new network policies, which, in the case of NBC, already do, and for CBS, "probably will" preclude independents from transcribing network programs for an advertiser-client.

Power of Networks

Departing from their original course of selecting stations with an eye primarily to securing commercial business and economic return, "CBS and NBC now are out to acquire stations simply to keep them from MBS, as I see it," he commented. For the amount spent on network wires it would be possible to produce "a far greater number of programs" by the transcription method, he said, estimating that for an annual $3,000,000 mechanical cost four separate channels of a 17-hour-a-day transcribed program service could be maintained.

The ill effects of the denial of lines into NBC studios, and the "probable" denial of CBS if it acquires World Broadcasting System, from the Hollywood independents' viewpoint, amount only to the loss of "considerable revenue" from "reference recording", although the advertising client "has no choice in determining where the recording shall be made—if it's an NBC program, it's recorded by NBC or not recorded", he declared. He called this an unfair practice because it "forced" the advertiser to do all his radio business with one company. "If NBC were not in the business, I don't think CBS would be," he continued.

Remarking on the long strides made in the transcription business "since the old shellac record days", Mr. King said the present trend was toward reducing the surface and background noise level and improving the fidelity of voice and music reproduction in transcriptions. Although lateral recording is predominant in the industry, vertical recording is about 5 decibels better than lateral on background noise, he said, but the vertical process, developed by Western Electric, is exclusively licensed to World, with the exception that Associated Music Publishers uses the process through its license to record for wired radio.

To illustrate that "the transcription industry has been progressive and aggressive" during the last decade, he pointed out that the first trans-Atlantic broadcast was accomplished by transcription in 1929. He added that from personal talks with members of "the large British colony" in Hollywood he had learned that the English, when they want entertainment, prefer the broadcasts of "Americanized" programs on continental stations to BBC programs. These programs, "100% transcribed", are broadcast without any "transcription" announcements, he added, and no stigma occurs in the minds of listeners.

Records for the Record

GERALD KING

Technical Standards

Although the FCC requires high standards in technical equipment, it exercises "no regulation of 50 to 60% of the programs on stations today", he commented, and suggested that it set up standards for transcription reproduction as well as for telephone line service in order to insure reproduction and pick-up of a quality in keeping with the broadcasting potentialities of the stations.

Network management of talent does not operate to the disadvantage of independent transcription firms, since they can secure the talent from them as easily as from independent artists services, he said, the only danger lying in the possibility that a talent monopoly would raise rates generally.

Use of phonograph records by stations, he said, is an unfair trade practice because the artist often competes with himself, as in cases where his records are being played simultaneously with his appearance on a network show; transcription producers pay a greater copyright fee than record companies, and although use is restricted, transcription firms pay higher union fees for musicians. Pointing out that small stations would be hardest hit, he said broadcasts of recordings should be regulated, both as to time and manner of use, and declared finally, "radio would be well off if they were prohibited", since listeners would be served better by transcriptions made expressly for radio.

Pointing to the NAB's recorded library, recently acquired by Langlois & Wentworth, as "a bulwark of public domain and tax-free music that will be available in case the industry should come to loggerheads with ASCAP", he remarked that the independents also had in their libraries a store of this material "which will stand the broadcasters in good stead in case they need it".

Radio News Bans Lifted in Portland

Two Newspapers Revive Their Columns; Others May Follow

THE *Portland Oregonian* and *Portland Journal*, after an absence of about a year, on March 27 returned their daily radio columns and pictures. William Moyes and Larry Gilbertson, radio editors before the ban on radio news went into effect, have been returned to their former posts. Network and independent stations on the West Coast were advised in mid-March to continue sending their news releases and art work to both publications. They were also officially advised of the return to the radio columns.

With so many fan magazines and tabloids, both free and paid, springing up on the West Coast, it is expected that other metropolitan newspapers will follow the move. It is well-known that California publishers have been seriously considering the step and in many cases have retained their former radio editors in other editorial capacities for such an occasion.

New Radio Magazines

Newest giveaway in the San Francisco Bay area now being published to help fill the gap left by deletion of radio news from metropolitan newspapers is *The Mike* of San Francisco, a weekly eight-page, illustrated tabloid, published by Charles A. Cooper of KSAN and Frank Arthur. Charles Parks, formerly of KPO, San Francisco, is advertising manager. *Fan Fare*, also published in San Francisco by Richard Guggenheim, which claims a circulation of around 100,000 weekly, will shortly expand into the Los Angeles area and also increase its radio columns. Publication has free circulation through Northern California independent grocers and is supported by advertising.

Newest Southern California radio publication is *Radio News Week*, published by Ralphs Grocery Stores, Los Angeles, with Jack Beaman as editor. Besides logs, the 24-page magazine uses a variety of mats, plenty of publicity from the networks, and local stations as well as general radio gossip. Circulation at present is said to be more than 50,000 weekly. It too is supported by advertising.

Gilmore Oil Co., Los Angeles, sponsor of the NBC-Pacific Red network *Gilmore Circus*, also publishes a weekly tabloid, *Mike*, distributed free through its service stations. Besides logs, the eight-page tabloid contains general radio news, network and independent station publicity and pictures. Little mention is made of the *Gilmore Circus*, and none about the sponsor's products.

Management Contracts Studied by FCC

Inquiry Speeded Up as Intervenor Groups Are Heard

By LEWIE V. GILPIN

APPARENTLY headed for conclusion within the next fortnight, the so-called FCC network-monopoly inquiry in two weeks raced through testimony of intervenor groups as well as management and operation contracts to clear the decks for the FCC's own rebuttal presentation covering data compiled from FCC questionnaires.

The course of the inquiry is rapidly narrowing as loose ends are assembled. Testimony ranged from an objective outline of NBC's function as a manager and programmer of independently-owned stations to appeals for self-regulation within the industry, as well as dissertations on the merits of absentee ownership, and allegations that the present allocation system not only discriminates between commercial and non-commercial operators but also lays the Commission open to outside influences.

Transcription Phase Next

The transcription phase of the inquiry—and the final episode—is scheduled for the week of April 4, following the FCC rebuttal presentation. Definitely scheduled to testify are NBC Thesaurus and World Broadcasting System, particularly in connection with the CBS acquisition of that organization. John J. Burns, CBS special counsel for the inquiry, is expected to handle the WBS-CBS presentation. Philip J. Hennessey, NBC counsel, plans to have as the principal Thesaurus witness C. Lloyd Egner, manager of the electrical transcription department. In addition several other independent transcription concerns have filed appearances, but it is not yet known definitely whether they will testify.

Following the March 14 out-of-turn appearance of Gerald King, head of Standard Radio, Hollywood transcription firm [see story on page 58], the inquiry committee starting March 15 heard testimony of Roger N. Baldwin, of the American Civil Liberties Union; S. Howard Evans, secretary of the National Committee on Education by Radio; Mark Ethridge and Samuel R. Rosenbaum, for IRNA, as representatives of intervenors.

Among those appearing during the management contract phase of the hearings were Elliott Roosevelt, president of Texas State Network; Frederick S. Caperoon, manager of WCAM, Camden, N. J.; John H. Stenger Jr., licensee of WBAX, Wilkes-Barre, Pa.; Rev. Harold A. Gaudin, S.J., president of Loyola University, licensee of WWL, New Orleans; Henry C. Crowell, managing director of WMBI, Moody Bible Institute station in Chicago; E. J. Regan, co-licensee of WQDM, St. Albans, Vt.; Glenn D. Gillett, Washington consulting engineer and co-operator of WBAX and WQDM; Alfred H. Morton, NBC vice-president in charge of MOP stations; Walter Evans, vice-president of Westinghouse Radio Stations Inc.; Boyd W. Bullock, assistant manager of broadcasting of General Electric Co.; William C. Ballard Jr., technical director of WESG, Elmira, N. Y. Roy Thompson, manager of WFBG, Altoona, Pa., and H. P. Drey, manager of KROW, Oakland.

Momentary excitement—enough to attract more than the one or two committee members who ordinarily attend the sessions—followed the statements of Mr. Baldwin and Mr. Evans that the FCC, in exercising a censorship control over radio programs, "is doing through the back door what Congress had prohibited it doing through the front door", and that "RCA, for instance", maintains a highly competent corps of engineers and lawyers in Washington "to keep in touch with the Commission" and develop a "commercial psychology" in the minds of its personnel. Otherwise, aside from heated cross-examination by S. King Funkhouser, special counsel of the FCC, on the "absentee-owner" holdings of Mr. Gillett, and stout pleas by Mr. Rosenbaum and Mr. Ethridge for "a chance" to develop self-regulation within the industry itself before the Government's regulatory powers are extended, the sessions were quietly objective.

Among intervenors who have not yet appeared, but who have asked permission to testify, are Norman Baker, formerly operator of a station in Muscatine, Ia., and now operating a Mexican border station, CIO, and the Socialist Labor Party. Mr. Baker has been notified that he may appear April 4, but definite appearances for the other two have not yet been scheduled, although they also may be heard April 4.

Civil Liberties Union Charges FCC Censorship

APPEARING for the American Civil Liberties Union, Roger N. Baldwin, director, told the Network Inquiry Committee March 15 that "the Communications Commission is doing through the back door what Congress had prohibited it doing through the front door" in exercising a censorship control over radio programs, as he charged it did in the Mae West incident. He spoke in general support of complete freedom of the air.

The Union follows three angles of approach in considering the question of free speech and censorship on the air, Mr. Baldwin declared: Federal legislation by Congress; rules and regulations set up and enforced through the FCC, and regulations of individual stations. He said the organization was opposed to government control of radio as a potential menace to free speech, as well as control of the industry by a private monopoly or monopolies, and remarked that "the tendencies toward monopoly in the industry have reached a stage where they should get attention".

Speeches of FCC officials and certain published letters of the Commission, he said, "have the effect of duress" in determining what shall and what shall not go on the air. While it might be all right for an operator or a network to exercise a censorship on certain radio material "for the good of the industry", censorship is not properly a function of the FCC, he held.

Short Licenses Hamper Freedom of Air

The main difficulty with restraints on freedom of the air arises from the present six-month license arrangements, he said, with stations constantly on guard against broadcasting anything that might conceivably be held against them at license renewal time. Recommending three-year licenses, with the burden of proof shifted from the station to the FCC in matters of revocation or non-renewal, he said there also was a need for a firmer definition of "public interest, convenience and necessity". He added that it was "exceedingly dangerous" to leave the determination of the meaning of such a term so completely to the discretion of the Commission.

Although the FCC itself could do much to improve the regulatory function under the present law, the Communications Act needs amendment, he said. He suggested that amendments be made requiring that time be set aside for discussion of public questions and controversial issues; that all stations keep a record of all applications for time, whether time is granted or not, and that stations be relieved from liability for libelous statements in cases where there should be uncensored discussion.

Sees Restraint of Trade In Restrictive Contracts

Although the Union believes restrictive network contracts, calling for exclusive affiliation of a station, to be in restraint of trade, he said it has not decided what should be done about it.

Cross-examined by Mr. Funkhouser, FCC counsel, Mr. Baldwin said three definite limitations on free speech were recognized by his organization—obscenity, libel and slander, and direct incitements to the Commission of an overt act in violation of law — and that although the Union ordinarily championed the right to free speech of any person, regardless of political belief or creed, in such cases it would have no part in them.

He recommended that instead of trying to keep controversial subjects off the air, stations should concentrate on presenting both sides of the question, leaving to the stations the question of whether a program should be allowed to go on the air and leaving to the Government prosecution of actions arising from utterances that may be made in violation of the law. Referred to the "rotten hotel" remark ad libbed by a performer during a network program, for which the network was sued and held liable, he said that under his recommendations for changes in the law the artist rather than the network should be held liable.

Asked by Mr. Funkhouser, about the case of Elliott Roosevelt, president of Texas State Network, broadcasting a regular news commentary program which often touched upon political matters, Mr. Baldwin declared that the ownership of a station or a network

PONDERING a question propounded by FCC Counsel is Mark Ethridge, WHAS, Louisville, former NAB president, appearing as vice-chairman of Independent Radio Network Affiliates at the FCC Network Inquiry.

WESTINGHOUSE-NBC broadcasting contracts, under which the network handles program management of KDKA, WBZ, WBZA and KYW, were explained to the FCC Network Inquiry by Walter C. Evans (center) vice-president of the Westinghouse stations. At left is George S. Law, Westinghouse general counsel, and at right John J. McCloy, New York attorney for Westinghouse.

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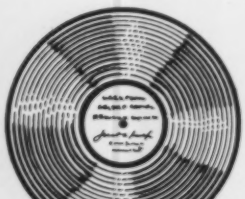

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should not be involved in supporting or opposing any political or controversial doctrines.

Emphasizing his point that the burden of proof, in cases of license renewal, should be shifted from the licensee to the FCC, he said the Commission should not make any statements publicly "warning" stations that they might lose their licenses, but rather should speak unofficially to the industry.

"What a newspaper could print freely, a station in many cases would not dare broadcast because of the fear of losing its license," he concluded.

Evans Charges Efforts To Influence Commission

Following Mr. Baldwin on the stand March 15, S. Howard Evans, secretary of the National Committee on Education by Radio, precipitated a heated discussion between Commission counsel, chairman McNinch and Commissioner Walker, and himself with his charges that large broadcasting companies exercise an influence, "not improperly", on FCC operation by keeping a well-organized legal and technical staff in Washington to maintain their advantageous frequency assignments through inculcating a "commercial psychology" in the minds of Commission personnel.

Appearing without counsel, Mr. Evans read a prepared statement, setting out academically his organization's arguments in favor of establishing objective social economic standards paralleling the present technical standards, to be the basis for FCC action in allocating station facilities.

Under the present system, with only a comparatively few of the "most desirable" channels available, the FCC "necessarily" must favor some operators over others, to the detriment of non-commercial stations, he declared under fiery cross-examination by Mr. Funkhouser. He said also that the present "commercial psychology" within the FCC is concretely evidenced by the terminology, "regular broadcast commercial band", used in referring to the regular longwave broadcast band.

Pointing out that "RCA, for example, keeps the best men they can get, both lawyers and engineers, in Washington" to keep in touch with the FCC, in order to maintain the favorable assignments their stations now hold, Mr. Evans declared that so long as the Commission operates on the present regulatory basis, necessarily favoring one type of operator over another, it lays itself open to pressure that "possibly" could be exerted by such groups. Listing stations whose present facilities RCA would be particularly interested in maintaining, he included WEAF, WJZ, WMAQ and KOA.

WHEN network affiliated stations presented testimony before the FCC Network Inquiry Committee seated at the counsel table were Samuel R. Rosenbaum, WFIL, Philadelphia (left), chairman of Independent Radio Network Affiliates, and George W. Norton Jr., WAVE, Louisville, IRNA counsel. Mark Ethridge, WHAS, Louisville, IRNA vice-chairman, was testifying at the time. The biggest "gallery" since the first days of the hearing, totaling about 50, was on hand to hear the testimony.

Refers to Application By State of Wisconsin

Asked to state definite cases, he cited the application of the State of Wisconsin for the facilities of WMAQ. on which to operate a non-commercial station, as a "threat" to a present holding of a large commercial operator. Although he made no direct charge of outside influence affecting the Commission's pending consideration of this case, he declared that he had been told that certain Washington radio lawyers "couldn't take the case if they wanted to" because they were receiving "big retainers" from the large operators, and their identification with the wrong side of the case would work to their economic detriment.

Mr. Evans recommended that if the present regulatory procedure is to be maintained, provision be made that stations with the "more desirable" frequency and power assignments be required to carry a greater proportion of strictly public service features.

In his prepared statement, Mr. Evans asserted the present allocation system imposed "a severe limitation on any possible opportunity for freedom of speech on the air", and explained that conflict between "admittedly a sound system of allocation and what seems to be a sound and reasonable theory of commercial competition in the use of facilities" grows out of the fact that the FCC allocates the facilities to be used but has no adequate control over the use to which they are put. In granting 50,000 watts power to one person and 100 watts to another, with the knowledge that both stations are going to compete directly for advertising revenue, as they must necessarily do, the FCC "is helping to determine the outcome of commercial competition before it begins and thus is destroying the principle of fair competition on which the system of American radio is supposed to rest".

Technical Aspects Are Said to Dominate

"The Commission has to depend for the justification of all of its acts, some of which have strong social implications, largely upon the standards which have been developed for technical operation," he commented in justifying his stand for additional objective social-economic standards. "In every case it must emphasize the importance of the technical aspects and minimize the social and economic factors because this is the only practical way to support a decision with the objective factual evidence necessary to sustain it if taken before the courts."

"Legitimate criticism can be directed at the Commission for its failure to develop objective standards for every factor to which it gives weight in any of its decisions," he continued. "Without standards there is almost certain to be inequality, however unintentional, in the treatment of those who come before the Commission."

When the Congress of Industrial Organization failed to appear March 16 for its scheduled appearance, a group of Washington women representing local Parent-Teacher organizations testified briefly to protest against "undesirable children's programs". Listing among the "undersirable" listening for children *Tom Mix*, *Buck Rogers*, *Lone Ranger*, *Jack Armstrong* and *Gangbusters*, they explained their objections arose chiefly because they were "too exciting" for juvenile listeners. Commissioner Sykes, at conclusion of their testimony, suggested that they take up the matter with local stations and the national networks.

As the hearings recessed to March 21, Mr. Funkhouser entered on the record the information that L. L. Coryell & Son, of Nebraska, a former applicant for a permit, would not appear but had asked permission to file a statement for the record.

WBAL
means business in Baltimore

IRNA Spokesmen Favor Industry Self-Regulation

Resuming March 21, the Committee heard representatives of IRNA wind up the testimony of intervenor groups before entering the next phase of the inquiry-operation and management contracts. Although originally signifying its attention to appear as an intervenor, the American Guild of Musical Artists failed to report and its appearance was withdrawn.

Appearing for IRNA, under examination by George W. Norton Jr., IRNA counsel, Samuel R. Rosenbaum and Mark F. Ethridge made a general plea for self-regulation within the industry and recounted the strides made by the NAB network-affiliate organization in dealing with station-network relationships.

Mr. Rosenbaum, president of WFIL, Philadelphia, and chairman of IRNA, briefly described the organization, composition and operation of IRNA. He said the organization was "democratizing the operation of networks" by giving the network an opportunity to hear as a group the affiliates' suggestions on operating policy and the stations a chance to present their views so they will command the attention of the networks.

He emphasized that it was not the intention of the representative committees to act as a collective bargaining agency for the affiliates as a group, or for any individual affiliate with regard to business dealings involving compensation or other questions of private contract between the affiliate and the network. Mr. Rosenbaum explained that the plan of IRNA was addressed only to subjects in which the Federal licenses and interest of the public is affected.

Cross-examined by Mr. Funkhouser, Mr. Rosenbaum said IRNA makes no suggestion to the FCC as to how it should consider the network question, but merely enters a "report" directing attention of the Commission to the efforts toward self-regulation by mutual discussion now being carried on within the industry. "See how far self-regulation within the industry will go before bringing in the government to regulate," he commented.

Mr. Ethridge, vice-president and general manager of the *Louisville Times* and *Courier-Journal*, licensee of WHAS, Louisville, and vice-chairman of IRNA, told of the genesis of the organization stemming from AFM difficulties in the summer of 1937.

Originally Formed to Dicker With Union

The independent affiliated stations got together at that time, he explained, primarily to negotiate with the union, since the networks as such, except for their managed and operated stations, had no power either to represent or negotiate for the stations. Committees drawn from the station representation negotiated with both the AFM and the networks, he continued, and "after weeks of negotiation finally arrived at satisfactory conclusions with both the networks and the union".

"From that experience there came to the network affiliates the realization that they should have, and, in fact, badly needed a permanent organization to deal with their particular problems," Mr. Ethridge commented. "The NAB represents the industry upon a broad basis and in all questions affecting the industry as a whole, but there are particular problems affecting only the networks and their affiliates. To deal with them IRNA was set up as a section of NAB."

Stating that network affiliation is "a purely voluntary matter", with contracts "made on a cold-blooded basis of economics", he said the feeling is that the question of allocating time as between network and affiliate can be worked out by policy boards. Generally speaking, "exclusivity" provisions in network-station contracts are in the public interest, he declared, and in cases of a contract "deliberately entered into to exclude some other network from a given area" the facts in each particular case would determine whether or not it were in the public interest.

"As long as the contractual relationship between the affiliate and the network is a voluntary agreement, I believe it would be decidedly against the public interest for a governmental regulatory body to decree whether or not the affiliate was to enter into any network contract; whether the affiliate was to enter into a contract with this chain or network or some other one, and what the terms and conditions of that contractual relationship should be," he said. "Such a procedure would remove from the affiliate the exercise of any discrimination or judgment and would substitute therefor the judgment of the members of a regulatory body, many miles removed from the actual scene of the conduct of the business, and from an intimate knowledge of the public needs and reactions in any given community.

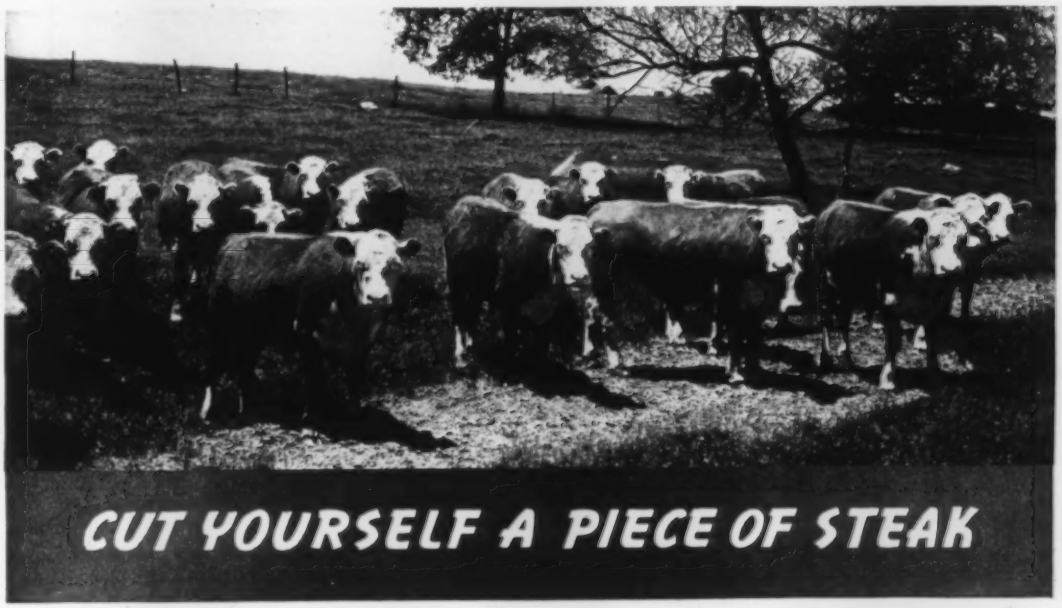
The matter of exclusivity contracts should be left to the industry, he said under cross-examination, and although it is the duty of the regulatory body to determine whether public interest is served, that does not mean that a place should be opened arbitrarily for a third network, particularly when its operation would not be economically feasible.

GE-NBC contracts involving General Electric's WGY, KOA and KGO, were explained to the FCC Network Inquiry by Boyd W. Bullock (right), assistant manager of broadcasting for GE, under examination of his attorney, L. D. Coffman.

Roosevelt Explains KPLT Management Pact

"Give us some time and see what we can do," he concluded, asking that the FCC leave some space within the sphere of regulation for self-regulation within the industry.

Opening the testimony on con-



A piece of the WOWO Family's $34,212,000 annual income from beef cattle awaits you.

This ready money, a part of the total annual income of **a quarter billion dollars,** goes largely for products spoken of over WOWO because of listener confidence fostered by years of daily service. WOWO is cutting advertising cost on many products in the Tri-State area.

10,000 Watts: 1160 Kilocycles *NBC Basic Blue Network*

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS, National Representatives

WOWO
FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

SERVING
Listeners with more news and sports coverage than all other local stations
CJOR
Vancouver, B. C.
National Representatives:
Joseph Hershey McGillvra

tracts, Elliott Roosevelt, president of Texas State Network, who previously had appeared before the Committee with other regional network representatives [BROADCASTING, March 15], told of operation of KPLT, Paris, Texas, under a management contract with TSN. Under direct examination by William A. Porter, TSN counsel, he explained that the contract with North Texas Broadcasting Co. was entered into after KPLT had expressed a desire to join the TSN organization but found itself unable to afford the standard of operation required by the network. Under the one-year contract, TSN pays all operating costs of the station and generally "builds up" station personnel and the quality of its program service, leaving matters of policy to the licensees, Mr. Roosevelt declared.

Asked by Mr. Funkhouser if this did not "in fact" amount to an actual transfer of the station's license, Mr. Roosevelt answered that the difference was the same as between a lease and a management contract. In the case of KPLT, he continued, "complete operating control remains in the hands of the licensee", with no orders coming from himself, as TSN president, or any other officer as to what business should be put on or off the station. He said that several times the station has not carried certain programs which TSN has been interested in having it broadcast. The whole operation is based on "a very cordial relationship and mutual trust", he concluded.

Responding to a call for testimony on the CBS lease of KSFO, San Francisco, Paul A. Porter, CBS counsel, explained that the application for lease, between CBS and Associated Broadcasting Co., was still pending before the courts, and secured assurance that no appearance would be required at this time.

Caperoon Explains Camden Sales Contract

Frederick S. Caperoon, general manager of WCAM, Camden, N. J., also appeared March 21 to describe the station's operation under a sales contract between the City of Camden, licensee, and Mack Radio Sales Co., local time-selling organization. Under its contract with Mack, the station sells 1,300 hours to the firm for $20,000, Mr. Caperoon said, but since this is merely a time-sale agreement, the station retains "full and complete control" of operation and programs. He emphasized that the station is operated by the same personnel as before the contract, which was made May 16, 1938, and runs to May 15, 1939. Including the time sold to Mack Radio Sales, the station operates about 1,750 hours annually, he said.

Following Mr. Caperoon, Thomas O'Neill, an auditor employed by the City of Camden, testified regarding WCAM's financial operation. He said the city paid all maintenance expenses, along with salaries, which he estimated averaged "a little more than" $900 per month for the 11 persons on the payroll.

Questioned briefly by Mr. Funkhouser, Aaron Heine, Camden attorney and secretary-treasurer of the Mack company, said that although his firm made some "suggestions" about programs for advertisers to whom they had sold time, all programs were submitted to and had to have the approval of Manager Caperoon. Referred to the wording of the contract providing "approval" by the manager, he said the Mack company interpreted "failure to approve as tantamount to rejection of programs". Before excusing the witness, Mr. Funkhouser requested Frank Stollenwerck, WCAM counsel, to supply for the record figures on the income from sale of time by Mack Radio Sales from May to December, 1938.

Joint Operation of Wilkes-Barre Station

John H. Stenger Jr., licensee of WBAX, Wilkes-Barre, Pa., described the joint operation of the station, with Dale Robertson as station manager, as carried on under a contract with Glenn D. Gillett, Washington consulting engineer. Explaining that under the contract, he receives $50 per week as salary and 50% of the profits, Mr. Stenger declared that he has "final judgment" in program and policy matters and that his responsibility as licensee has not been shifted through the arrangement with Mr. Gillett.

Mr. Gillett followed him to the stand, giving supplementary information outlining the development of his interest in the station. For engineering services rendered WBAX he held about $2,300 in judgment notes, Mr. Gillett said, when Mr. Stenger notified him he was having "serious financial difficulties" and asked him to "come and help save the station". After a conference in Wilkes-Barre, he made arrangements for refinancing with the station's creditors, engaging "high class personnel", and generally "putting the station on its feet", Mr. Gillett stated. This required him to put up about $16,000 in cash and guarantee about $6,000 in additional credit, he said. Under the contract, executed in May, 1938, Mr. Gillett would receive 50% of net profits, although, as he explained, this share was not to be taken out until past indebtedness was cleared.

Observing that the station's gross has been built up from about $1,000 per month to $1,300 and up per week, Mr. Gillett said it has earned a profit of $5,000 or $6,000 since Oct. 1 and is rapidly earning back the original deficit. He estimated that the remaining indebtedness would be cleared within two years.

Although he "repeatedly makes suggestions" toward improvement of programs and service and has actual financial control and "supervision" over the business of the station, Mr. Gillett declared in answer to questions by Mr. Funkhouser and Committee members that this alone did not constitute "control of the station", since "policy control" remained with the licensee, Mr. Stenger. He commented that the station's present profitable operation resulted from "team play" among all concerned, including Manager Robertson, and agreed with Mr. Funkhouser that his position in the "team organization" could best be described as "coach".

Outlining the projected future of the station, Mr. Gillett said it is planned to form a corporation, including himself, Mr. Stenger, and Marcy Eager, an engineering associate in Wellesley, Mass., to purchase the station. Under the plan, he said, the remaining indebtedness —money advanced by and due to himself—would be applied in purchasing the stock of the old company, and the station then would "start with a clean slate", with only current liabilities.

Mr. Robertson, WBAX manager since May 15, 1938, also made a brief appearance, declaring that

LET'S HEAR WHAT TO BUY TODAY, SUSIE!

Over a million people in the fertile Red River Valley look to WDAY as their very best source of radio news, entertainment and buying information. Why? Because WDAY is the only station that's heard throughout the entire Valley—the only chain station for 190 miles in any direction from Fargo! A swell medium for any advertiser with something to sell!

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

"Hello, Mr. Blayne Butcher" (Lennen & Mitchell)

Did You say MARKET?

Cover the big state of Wyoming and you reach around 206,000 people. Cover Peoriarea, and you reach almost THREE TIMES as many people. It's a tidy, rich market all within 65 miles of Peoria. WMBD covers it completely.

Free & Peters, Inc. Nat. Reps.

WMBD PEORIA
MEMBER CBS NETWORK

gross income of the station had been increased about 500% under the new operative setup, and corroborating Mr. Gillett's statement that "Mr. Stenger hires and fires".

University Control Of WWL Is Recited

Rev. Harold A. Gaudin, S.J., president of Loyola University, licensee of WWL, New Orleans, in another brief appearance, described the management contract with WWL Development Co. Inc., as "a convenience" that relieved the religious order from directly engaging in commercial business. Observing under examination by Paul M. Segal, WWL counsel, that the contract gives the management corporation "not even the power of a station manager", Fr. Gaudin said the University, as licensee, held full control over programs and operation. All profits accrue directly to the University, he added, and "not one penny" is paid any director of the corporation.

He pointed out that all commercial matters of the University are handled by the Marquette Assn. for Higher Education, founded for that purpose in 1907, and with the WWL Development Co. formed primarily to look after the commercial operation of the school's radio station, this "business organization" advises the University on other commercial ventures than radio.

Representatives of the University, including himself and Fr. F. A. Cavey, S. J., who superintends the station for the school, are present at all board meetings, he continued, and with the board discussing program policies, Fr. Cavey becomes "contact man" between the board and the station manager.

Gives History of Station's Operations

In response to Mr. Funkhouser's request, Fr. Gaudin outlined the history of Loyola's radio station operation. He said it began in 1922 with "a transmitter secured from a visiting boat", operating solely as an educational service. By 1929, with operation continuing "at a distinct financial loss to the University," it was decided that the station could be operated commercially if proper arrangements could be made to remove the religious institution from direct participation in the station. The WWL Development Co. was formed at that time, with prominent local laymen on its board, and the station began operating commercially.

"As an actual fact the station is operated by the University," and there is no reason for issuing the WWL license to the corporation rather than the University, he said.

Concluding the March 21 session, Henry C. Crowell, managing director of WMBI, Chicago, and assistant to the president of Moody Bible Institute, testified briefly on the operation of the non-commercial station by Moody Bible Institute Radio Station Corp. Pointing out that the trustees for both Moody Bible Institute and the station corporation were the same, he described a new lease, of March 17, 1939, definitely reserving control of programs and policy to the Institute as licensee. He explained that no question had been raised about the residence of control until the institution's application last fall for a high frequency noncommercial station. The new lease was drawn to remedy "the apparent confusion in the minds of the Commission", he said, adding that "as I see it, it (control of program policy) has always been with the licensee".

FOR WWL, New Orleans, 50,000-watter, Rev. Harold A. Gaudin, S. J., president of Loyola University, which operates the station, appeared to testify before the FCC Network Inquiry, apropos WWL's management.

Agreement for Control Of WFBR, Baltimore

Appearing March 22 for Baltimore Radio Show Inc., licensee of WFBR, Baltimore, William L. Marbury, Jr., Baltimore attorney, described the 10-year voting trust agreement, dating from November 1934, under which the corporation operates. Mr. Marbury, under direct examination by Reed T. Rollo, Washington attorney, recounted earlier efforts by interested parties to gain control of the corporation which resulted in an original voting trust agreement, dated Dec. 8, 1933, subsequently superseded by the later agreement. He declared that with voting trust certificates issued to participating stockholders, "control of the station was transferred to the voting trustees on Dec. 8, 1933".

E. J. Regan, co-licensee of WQDM, St. Albans, Vt. with F. A. Bostwick, outlined operation of the station under a contract with Mr. Gillett similar to his WBAX pact. Under the contract, executed May 1, 1938, he receives a salary of $30 per week plus commissions as a salesman for the station, Mr. Regan said, and Mr. Bostwick also receives an equal weekly salary, with 50% of net profits going to the co-licensees. The remainder of the profits, none of which is divided until indebtedness is cleared, are divided on a 60-40 basis between Mr. Gillett and G. S. Wasser, WQDM manager, he said.

Mr. Wasser, who followed Mr. Regan to the stand, reported among the improvements resulting from the "more efficient operation" a drop in the use of recordings from 90% of the time to 10%, a "great increase" in live shows, a development of sponsored shows from scratch, and mail response to WQDM programs increased from 50 letters per month to 6,000.

Mr. Wasser said he "confers" frequently with Mr. Regan and Mr. Bostwick, and most of the station's problems of program policy are settled between them, and he makes weekly and monthly reports on operation and business to Mr. Gillett. He pointed out that although

The Z NET
—reaches radio listeners in Montana's center of population—the Butte and Helena areas.
KGIR Butte NBC Affiliates KPFA Helena

SAGE Sayings about Maine's Oldest Station

Naturally the national advertiser is picking WABI to tell his story, because his friend, the local merchant* in Bangor, has already done so.
*More local advertisers ... More local time sold!
Bangor, Maine
WABI
COLUMBIA BROADCASTING SYSTEM
Rep: Gene Furgason & Co.

For Coverage of Northwestern Ohio and Southern Michigan
You Need
WSPD
The NBC Red and Blue Outlet
WSPD—the Voice of Toledo, has served this community for 18 years. We have the confidence of our listeners and the large list of National accounts using this station for years conclusively proves it.
WSPD
5000 Watts Day
1000 Watts Night
Toledo, Ohio
National Representatives
JOHN BLAIR & CO.
New York Chicago Detroit Los Angeles

overhead has jumped from $1,000 to about $2,300 per month, the station's income has risen also, and at present it is operating "about on the line" between profit and loss.

Mr. Gillett, appearing briefly again, said he had put up about $6,000 in cash and underwritten credit liabilities of about $2,000 more for the station.

Morton Tells of NBC's MOP Contract Provisions

Alfred H. Morton, NBC vice-president in charge of managed, operated or programmed stations, testified briefly on the contractual relations between NBC, General Electric and Westinghouse. Under examination by P. J. Hennessey Jr., NBC counsel, Mr. Morton discussed the basic contracts with these companies, explaining changes resulting from supplementary agreements.

The contract with General Electric, introduced as an exhibit, and dating from Nov. 21, 1932, provided as of Jan. 1, 1933, for lease of KOA, Denver, and KGO, San Francisco, to NBC, and programming of WGY, Schenectady. With "unlimited supervision of programs" on KOA and KGO, NBC agreed to pay operation costs of the two stations, while in the case of WGY, NBC merely furnished programs, with cost of operation and maintenance along with "unlimited supervision" reverting to General Electric.

CONTRACTUAL relations of NBC with Westinghouse and GE were outlined to the FCC Network Inquiry by Alfred H. Morton, (center) NBC vice-president in charge of managed, operated and programmed stations. He is flanked by S. D. Gregory, (left) KDKA general manager, and Kolin Hager, WGY general manager.

Annual payments by NBC to General Electric, according to the 1932 contract, included $80,000 for technical operation of WGY; 10% of the reproduction cost of the station (exclusive of land), set at $695,000, for depreciation; 5% of reproduction cost (including land), set at $730,000, for interest on GE's total investment; an "additional sum" of $85,000, and 25% of the additional revenue resulting from a raise in station rates. With NBC holding the sole right to determine advertising rates on the stations, under the contract, GE agreed to pay $2,500 per month for broadcast on WGY of certain GE programs. NBC also agreed "upon termination of this agreement" to assign to GE unfulfilled contracts for time on the stations. Provision also is made that if GE should acquire a station "serving substantially and regularly the same territory" served by one of the three stations included in the contract, NBC has the right to cancel the contract with one year's notice. The same cancellation provision is applied for "a fundamental change in the art which shall seriously impair the value of the station". At expiration of the agreement NBC is to reassign the licenses of KGO and KOA to GE.

Agreement Covering Westinghouse Stations

Under supplementary agreements staggering the expiration dates among the stations, the contract for KOA expires June 30, 1943; for KGO, June 30, 1945, and for WGY, June 30, 1942, according to Mr. Morton.

The Westinghouse contract of Nov. 21, 1932—covering KDKA, Pittsburgh, WBZ, Boston, WBZA, Springfield, Mass., and KYW Philadelphia — provided for complete programming by NBC and "complete control of the stations and of each of the station's transmitters and studios and of their equipment, apparatus and operation, including the unlimited supervision thereof" by Westinghouse, at its own expense.

Prescribed payments to Westinghouse included $321,000 per year for technical operating expenses; 10% of present reproduction cost (exclusive of land), set at $840,000, for depreciation; 5% of present reproduction cost (including land), set at $895,000, for interest on Westinghouse's investment; an "additional sum" of $125,000; $32,600 representing the annual rent of Westinghouse studio and office space leased for the stations, although NBC reserved the right to secure and pay for other quarters if it wished, and 25% of additional revenue resulting from rate increases.

Staggered expiration dates, provided in supplementary agreements, include Dec. 31, 1941 for WBZA, Dec. 31, 1943 for WBZ, Dec. 31, 1942 for KDKA, and Dec. 31, 1945 for KYW, Mr. Morton said.

He also explained that other supplementary provisions have been entered into with both Westinghouse and General Electric, largely to make allowance for changes in facilities, which would be reflected in revisions of the definite figures of the original contracts.

Citing Mr. Morton's statement that NBC owned but did not operate KEX, Portland, KJR, Seattle, and KGA, Spokane, Mr. Funkhouser asked him why NBC leased these stations in favor of securing coverage through affiliates. Mr. Hennessey answered that with "depression conditions" prevalent, NBC desired to withdraw from actual operation of the stations.

During subsequent discussion with Mr. Funkhouser, during which he termed programs the "life stream" of a station, Mr. Morton declared that licensees need not necessarily be in complete control of the "life stream", particularly "if someone else can do a better job of programming".

Evans Describes Control Over NBC Programming

Walter Evans, vice-president of Westinghouse Radio Stations Inc., under examination by John J. McCloy, Westinghouse counsel, declared that his company exercised effective control over the NBC programming through the company's representative at each station and the program supervisor stationed in Baltimore. He said that this control was "somewhat greater than that of an ordinary network affiliate."

Westinghouse representatives make program suggestions from the time of the first audition, through rehearsal, to the actual broadcast, when company representatives actively monitor the program both from the control booth and the transmitter, he continued. With both NBC and Westinghouse representatives at each station, differences ordinarily are worked out right at the station, he remarked, although "there are not many instances of differences". Although Westinghouse itself produces no programs, it does "contribute" to program building, he concluded.

GE's Supervision Over WGY Related by Bullock

Appearing for General Electric, with examination handled by L. D. Coffman, GE counsel, Boyd W. Bullock, assistant manager of broadcasting for the company, outlined in detail the operation of WGY under NBC programming. Contributing to GE's powers of program approval and censorship is its full control of the technical operation of the station and the "close and frequent contacts with NBC". He pointed out also that many of the present members of the NBC program personnel at WGY were GE employes when the

You strike a response from one listening habit — 600,000 strong.
WTAG
WORCESTER, MASS.
NBC BASIC RED NETWORK
WEED & CO. National Representatives
New York, Detroit, Chicago, San Francisco

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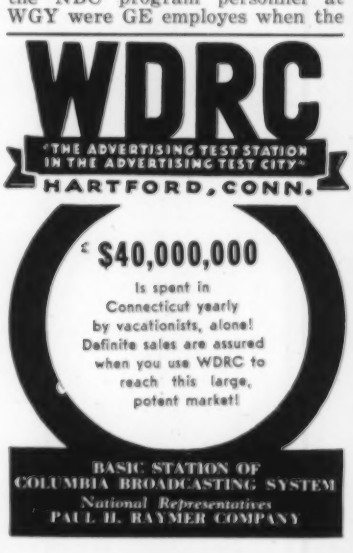
ADD WHN and MULTIPLY Results!
These leading advertisers do: Maxwell House (Good News of 1939) • Old Gold (Robert Benchley) • Lucky Strike (Kay Kayser) • General Mills, Procter & Gamble, Socony-Vacuum (Major League Baseball)
WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES: EDWARD PETRY & CO., INC.


WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.
$40,000,000
Is spent in Connecticut yearly by vacationists, alone! Definite sales are assured when you use WDRC to reach this large, potent market!
BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

company operated the station entirely by itself.

Speaking of the "negative controls" reverting to General Electric, he cited several cases where scheduled NBC programs had been kept off WGY; and asked about "affirmative controls", he cited inclusion on the program schedule, at the insistence of GE, of produce market reports of particular interest in the WGY service area.

Questioned further by Mr. Funkhouser, Mr. Bullock declared that although GE, under its contract with NBC, has no power over rates, "it does talk about them", and "practically speaking" it has in no sense lost any control over WGY in delegating rate-making powers for WGY to NBC.

As the March 22 session concluded, Mr. Hennessey appeared briefly on behalf of St. Lawrence University, licensee of WCAD, Canton, N. Y., explaining that the proposed assignment of the WCAD license to the Brockway Co., which has applied for permission to move the station to Watertown, N. Y., has not yet become effective due to pending litigation in the case of Black River Valley Broadcasts Inc., covering a similar situation, and hence no appearance was believed necessary.

Lease Arrangement Of WESG Is Scanned

Appearing March 23 for Cornell University, licensee of WESG, Elmira, N. Y., William C. Ballard Jr., technical director of the station and a member of the engineering faculty of the University, described the WESG lease arrangement with the *Elmira Star-Gazette*. The present five-year lease was executed April 1, 1938, while the *Star-Gazette* application for a local station in Elmira was pending before the FCC, he stated. A construction permit was subsequently authorized for the new station.

Mr. Ballard pointed out that the WESG transmitter is located on the Cornell U campus, where it is operated and maintained "in toto" by school personnel, both faculty members and students. With technical operation "100% in the hands of the University", the *Star-Gazette* organization merely sells time on the station, he continued, and the University, as licensee, makes all contracts, such as those with CBS and ASCAP.

Under the *Star-Gazette* contract the University retains the right to "strictly supervise" all programs, and actively supervises all broadcasts, he went on, at times ruling against and preventing the broadcast of certain programs, both commercial and sustaining, not in the public interest. The Elmira organization is "very cooperative" in arranging for special sustaining programs, clearing scheduled commercial time if necessary, when the situation arises, he said.

Cornell gets $10,000 a year and 25% of the profits from operation of the station, he declared, and the *Star-Gazette*, under the contract, can use up to 10 hours of the ordinary 12-hour broadcast day, although it actually uses much less than that for commercial programs it sells. Much of the station time goes for CBS sustaining features, he said, and for local programs the *Star-Gazette* pays 4/5 of the cost and the University 1/5.

Present income to the University from the station covers operating expenses and "a slight profit", which is plowed back into technical improvements, Mr. Ballard said.

Asked by Mr. Funkhouser about the University's attitude toward the *Star-Gazette's* constructing and operating a new local station in Elmira, Mr. Ballard said the plan was satisfactory with Cornell, since "we quite definitely imagine" there is room for another station in the territory. The new station presumably will handle programs of local interest, he explained, while WESG will concentrate on giving a regional service. He also stated that although he could not "go beyond hearsay" in speaking of the effect of operation of the new local, he presumed the present contract obligations would not be affected.

Thompson Explains WFBG Lease Operation

Paul D. P. Spearman, Washington attorney, appeared briefly before the Committee to correct an "erroneous" answer on the questionnaire filed by C. C. Morris, licensee of KADA, Ada, Okla. Reading a telegram received from Mr. Morris, Mr. Spearman emphasized the licensee's statement that he did in fact exercise "full control" of the station, contrary to the statement made in the questionnaire that "the manager operates the station without consulting the licensee".

Winding up the week's session, Clarence W. Miles, counsel of Monument Radio Co., licensee of WCAO, Baltimore, appeared briefly to outline a voting trust agreement under which the station has been operated since April 15, 1931, and which, he declared, has resulted in no transfer of control.

On March 28 Roy Thompson, for the last 15 years manager of WFBG, Altoona, Pa., testified on operation of the station by Gable Broadcasting Co., licensee, under lease from the W. F. Gable Co., department store owners of the station. Pointing out under examination by his counsel, George O. Sutton, that the two corporations have the same officers and directors, he explained that Gable Broadcasting Co. was formed in 1932 when the Federal Radio Commission notified the W. F. Gable Co. that it was not qualified to operate a radio station under its charter.

The present lease arrangement was executed at that time, and the transfer of license authorized in April, 1932, with Gable Broadcasting Co. operating the station and doing the actual selling of time, but all bookkeeping done by W. F. Gable Co., which owned all the stock of the operating company. Exhibits offered by Mr. Thompson indicated that the station in 1938 made a profit, which is carried on the books as the equivalent of rent for studio facilities, of about $17,000.

Also appearing March 28, H. P. Drey, president and general manager of Educational Broadcasting Corp., licensee of KROW, Oakland, Cal., outlined his functions under a management contract with the corporation, dating from April, 1934. The corporation, originally capitalized at $225,000, now has more than 200 stockholders, although only $85,000 worth of stock actually has been issued, he said. Owning about 38% of the stock, half of which he bought and half earned, he said he owned more stock than the other four members of the board of directors together.

In addition, he operates Western Radio Publicity Service, an advertising agency placing "only a small part of" KROW's business, and he receives additional compensation above his salary as general manager in the form of commissions on the business the agency places on the station, Mr. Drey explained.

KROW Management and Stock Ownership Outlined

Although under terms of his management contract with the station he was to get a salary of $700 per month, he said the actual cash payments to him have amounted to only $125 per month up to Aug. 31, 1934, and since then $150 a month. The difference due him, he explained, was supposed to be paid in cash, but over his protest he was paid in stock for the amount due during the first two years of the contract, from that time to September, 1938, by a note, and since then merely accrued credit on the books of the corporation. He estimated that the corporation now owes him about $12,000, including $10,900 on the note covering the period to September, 1938, and subsequent accruals.

Total indebtedness of the corporation in 1934 amounted to between $50,000 and $60,000, he said, including a $30,000 bond issue and various notes. Since that time earnings of the station have been used to pay off from $35,000 to $40,000 of the indebtedness, he continued, including $13,200 of the bond issue, a $13,500 note for the new transmitter purchased at that time, all notes to stockholders and bills payable. Pointing out that during this period the station also had constructed and paid for new studios in Oakland and San Francisco, he said the present remaining indebtedness is only the $16,800 due on the bond issue and his note.

Concluding the management contract testimony March 29, H. R. LePoidevin, secretary-treasurer of Racine Broadcasting Corp., licensee of WRJN, Racine, Wis., and H. J. Newcomb, manager of the station, appeared briefly to describe the operation, under contract with outside parties, of remote studios. Declaring that although the operator of their remote studios, of which there is only one operating under contract at present, has the power to determine rates on the time he sells, the management of WRJN supervises and controls all programs, they said.

The Baby Reigns

IT WAS mere coincidence, they say at WISN, Milwaukee, that on March 10 Chief Accountant Joe Sergio should have been presented with a 7 lb. baby girl by Mrs. Sergio, and on the same day the program *His Majesty the Baby* was sold to E. F. Pahls Co. (nursery supplies). Program originates each Tuesday afternoon from the maternity floor of a local hospital, and features interviews with Milwaukee's newest mothers and sound effects by the city's newest citizens.

DO YOU KNOW?
NORTH CAROLINA
— THAT THE VALUE OF NORTH CAROLINA MANUFACTURES IS MORE THAN
ONE BILLION DOLLARS PER YEAR?
— THAT N.C. HAS 8,400 MORE RADIO FAMILIES THAN ITS NEAREST "COMPETITOR" AMONG THE EIGHT SOUTH ATLANTIC STATES!
WPTF
RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREE & PETERS, INC., NATL REPRESENTATIVES

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KNX, Hollywood

Chamberlin Laboratories, Des Moines (lotion), 3 *ta* weekly, thru Coolidge Adv. Co., Des Moines.
Maytag Co., Newton, Ia. (washing machines), 3 *sp* weekly, thru McCann-Erickson, Chicago.
Greco Canning Co., San Jose, Cal. (canned string beans), 5 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
J. A. Folger Co., San Francisco (coffee), weekly *sp*, thru Raymond R. Morgan Co., Hollywood.
Washington State Apples Inc., Wenatchee, Wash., 6 *sp* weekly, thru J. Walter Thompson Co., San Francisco.
Industrial Training Corp., Chicago, weekly *sp*, thru James R. Lunke & Associates, Chicago.
A. E. Staley Mfg. Co., Decatur, Ill. (Staley's cube and cream corn starch), 6 *sp* weekly, thru Gardner Adv. Co., St. Louis.
Minnesota Consolidated Canneries Inc., Minneapolis (Butter Kernel Corn), 6 *sp* weekly, thru Long Adv. Service, San Francisco.
California Spray Chemical Co., Richmond, Cal. (bug spray), 7 *sa* weekly, thru Long Adv. Service, San Jose, Cal.
Fred Fear & Co., Brooklyn (Easter egg dyes), 3 *sa* weekly, thru Menken Adv., N. Y.

KFRC, San Francisco

Roma Wine Co., San Francisco, weekly *sp*, thru R. Cesana & Associates, San Francisco.
Star Outfitting Co., San Francisco (clothing chain), 6 *sa* weekly, thru Allied Adv. Agency, Los Angeles.
Axton-Fisher Tobacco Co., Louisville (Twenty Grand Cigarettes), 3 *t* weekly, thru McCann-Erickson, N. Y.
Lever Bros. Co., Cambridge, Mass. (Spry, Rinso), 5 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Owl Drug Co., San Francisco (drug store chain), 6 *sa* weekly, thru MacWilkins & Cole, Seattle.
Wander Co., Chicago (Ovaltine), weekly *sa*, thru Blackett-Sample-Hummert, Chicago.
Oxo Ltd., Boston (boullion cubes), 40 *sa*, thru Platt-Forbes, N. Y.

WHK-WCLE, Cleveland

Weco Products Co., Chicago (toothpaste), 3 *sa* weekly, thru Austin & Spector, N. Y.
Foley & Co., Chicago (Honey & Tar syrup), 5 *sa* weekly, thru Lauesen & Salomon, Chicago.
Health Aids, New York (Serutan), 3 *t* weekly, thru Austin & Spector, N. Y.
Utilities Engineering Institute, Chicago, 10 *t*, thru First United Broadcasters, Chicago.
Washington State Apples, Seattle, 26 *sa*, thru J. Walter Thompson Co., San Francisco.

WEEI, Boston

Walker Shoe Stores, Boston, 3 *sa* weekly thru Chambers & Wiswell, Boston.
J. A. Wright Co., Keene, N. H. (silver polish), *sa* series, thru James T. Chirburg Co., Boston.
Utilities Engineering Institute, Chicago, weekly *t*, thru First United Broadcasters, Chicago.

WHO, Des Moines

Earl Ferris Nursery Co., Hampton, Ia., weekly *sp*, thru Lessing Adv. Co., Des Moines.
Olson Rug Co., Chicago, 6 *t* weekly, thru Presba, Fellers & Presba, Chicago.
Zoller Brewing Co., Davenport, Ia., weekly *sp*, thru R. A. Moritz Co., Davenport.
John Lucas & Co., Philadelphia (paint), 100 *sa*, thru Lewis Edwin Ryan, Washington.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 520 *ta*, thru Benton & Bowles-Chicago.
Mars Inc., Chicago (candy), 13 *sp*, thru Grant Adv. Co., Chicago.
Cleveland Cleaner & Paste Co., Cleveland (Walvet), 4 *sa* weekly, thru Campbell-Sanford Adv. Co., Cleveland.
Chicago Bedding Co., Chicago, 6 *sp*, thru Newby, Peron & Flitcraft, Chicago.

KSFO, San Francisco

Colonial Dames, Los Angeles (cosmetics), 5 *sp* weekly, thru Glasser Adv. Agency, Los Angeles.
Armstrong Cork Co., Lancaster, Pa. (Quaker Rugs), 3 weekly *t*, thru BBDO, N. Y.
Longines-Wittnauer, New York (watches), 6 weekly *sa*, thru Arthur Rosenberg, N. Y.
California Spray Chemical, San Jose (fruit spray), 7 *sa* weekly, thru Long Adv. Service, San Jose.

WPG, Atlantic City

General Baking Co., New York (Bond bread), 6 *sp* weekly, direct.
Phillips Packing Co., Salisbury, Md. (soup), 6 *sa* weekly, thru Merit Adv. Agency, Cambridge, Md.
Zerbst Pharmacal Co., St. Joseph, Mo., 119 *sa*, thru Barrons Adv. Co., Kansas City.
Richardson & Robbins, Dover, Del. (canned chicken), 6 *sa* weekly, thru Charles W. Hoyt Co., N. Y.

KDKA, Pittsburgh

Pinex Co., Fort Wayne, 6 *sa* weekly, thru Russell M. Seeds Co., Chicago.
Rumford Chemical Works, Providence, R. I. (baking powder), 10 *sa* weekly, thru Atherton & Currier, N. Y.
Scott Paper Co., Chester, Pa., 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.

WFAA-WBAP, Dallas-Ft. Worth

Scott Paper Co., Chester, Pa. (towels), 76 *sp*, thru J. Walter Thompson Co., N. Y.
Dr. Pepper Bottlers of North Texas, 260 *sp*, thru Tracy-Locke-Dawson, Dallas.
Griffin Mfg. Co., Brooklyn (shoe polish), 156 *sp*, thru Berningham, Castleman & Pierce, N. Y.

WJZ, New York

Revlon Nail Enamel Corp., New York, weekly *sp* thru Abbott Kimball Co., N. Y.
W. L. Douglas Shoe Co., New York, 5 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.
Modern Food Process Co., Philadelphia (Thrivo dog food), weekly *sp*, 8 weeks thru Clements Co., Philadelphia.
American Chicle Co., Long Island City, N. Y., weekly *sp*, 13 weeks, thru Badger, Browning & Hersey, N. Y.

KFBK, Sacramento, Cal.

Joe Lowe Corp., New York (Popsicle) 3 *t* weekly, thru Biow Co., N. Y.
Miles Laboratories, Elkhart, Ind. (Alka-Seltzer) 3 *t* weekly, thru Wade Adv. Agency, Chicago.
P. Lorillard Co., New York (Old Gold Cigarettes, Briggs Pipe Mixture) 7 *sp* weekly, thru Lennen & Mitchell, N. Y.

WLS, Chicago

B. F. Goodrich Rubber Co., Akron, 3 *sa* weekly, 13 weeks, thru Griswold-Eshleman, Cleveland.
Associated Serum Producers, Omaha, weekly *sa*, thru Fairall & Co., Des Moines, Ia.
Hulman & Co., Terre Haute, Ind., 3 *sa* weekly, 13 weeks, thru Arbee Agency, Terre Haute.

WOR, Newark

Rudolph Wurlitzer Co., New York (musical instruments), 3 *t* weekly thru Schwimmer & Scott, Chicago.
Joe Lowe Corp., New York (Popsicles), 3 *t* weekly, thru Biow Co., N. Y.
Richfield Oil Corp., New York, weekly *sp*, thru Sherman K. Ellis & Co., N. Y.

KFI, Los Angeles

Ford Motor Co., Detroit (motor cars), 3 *ta* weekly, thru N. W. Ayer & Son, N. Y.
Maytag Co., Newton, Ia. (washing machines), 3 *sa* weekly, thru McCann-Erickson, Chicago.
Charm Products Inc., Los Angeles (cosmetics), 5 *sp* weekly, placed direct.

KYA, San Francisco

Gas Appliance Society of California, San Francisco, 36 *sa*, 1 *sp*, thru Jean Scott Frickelton, San Francisco.

WABC, New York

Frigidaire Div., General Motors Corp., Dayton (refrigerators), 3 *sp* weekly, thru Lord & Thomas, Chicago.

Iowa Broadcasting Co.

General Foods, New York (Post Toasties), basketball tournament, thru Benton & Bowles, N. Y. (KSO KRNT).
Gillette Tire & Rubber Co., Eau Claire, Wis., 13 *sp*, thru Cramer-Krasselt, Milwaukee (KRNT WMT KMA WNAX).
Macfadden Publications, 13 *sa*, thru Lennen & Mitchell, N. Y. (KSO).
Northwestern Bell Telephone Co., Des Moines, 52 *ta*, thru Coolidge Adv. Agency, Des Moines (KSO KRNT WMT).
Iowa Chiropracters Assn., Des Moines, 3 *sp* weekly, direct (WMT).

CFCF, Montreal

Snap Co. of Canada, Montreal (hand cleanser) weekly *t*, thru A. McKim, Montreal.
Carter Products, New York (liver pills) daily *sa*, thru Street & Finney, N. Y.
Catelli Food Products, Montreal, (macaroni) 60 *sa* thru E. W. Reynolds & Co., Toronto.
Holt Renfrew Co., Montreal (chain furriers) 26 *sa*, thru Stevenson & Scott, Montreal.
Swift Canadian Co., Montreal (meat packers) 13 *sa*, thru J. Walter Thompson Co., Montreal.

WHN, New York

Plant Growers Guild, New York, daily *sa*, 2 weeks thru Moore & Hamm, N. Y.
Beauty Affiliates, New York (El Zambu face cream), 2 *sp* weekly, 13 weeks, thru Albert-Frank-Guenther-Law, N. Y.
Technicians' Institute, New York, weekly *sp*, 13 weeks thru Winer Co., N. Y.

WHKC, Columbus

Consolidated Products, Danville, Ill., 3 *sp* weekly, thru Mace Adv. Agency, Peoria, Ill.
Tonett, Chicago (music novelties), 6 *t* weekly, thru Auspitz & Lee, Chicago.
Gardner Nurseries, Osage, Ia., 3 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

KPO, San Francisco

Antrol Laboratories, Los Angeles (Snarol), *sa* series, thru J. Walter Thompson Co., San Francisco.
West Coast Soap Co., Oakland (Bowow Cleanser & White Navy Granulated Soap), weekly *sp*, thru Emil Brisacher & Staff, San Francisco.

WISN, Milwaukee

Johnny Walker Stores, Milwaukee, 39 *sp*, thru Selviair Bcstg. System, Chicago.
Ford Motor Co., Detroit, *ta* series, thru N. W. Ayer & Son, Philadelphia.

WBT, Charlotte, N. C.

Pet Milk Co., St. Louis, 2 *sa* weekly, thru Gardner Adv. Co., St. Louis.
Walker Remedy Co., Waterloo, Ia. (poultry remedy), 6 *ta* weekly, 4 weeks, thru Weston-Barnett, Waterloo.

KGO, San Francisco

Industrial Training Corp., Chicago (school), weekly *t*, thru James R. Lunke & Associates, Chicago.
Charles E. Hires Co., Philadelphia (root beer), 5 *sa* weekly, thru O'Dea, Sheldon & Canaday, N. Y.

KMJ, Fresno, Cal.

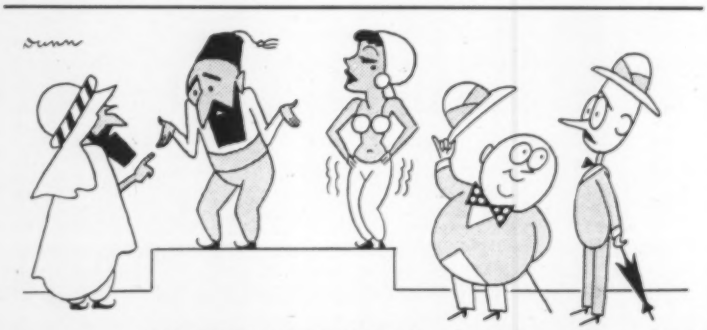
Miles Laboratories, Elkhart, Ind. (Alka-Seltzer) 3 *t* weekly, thru Wade Adv. Agency, Chicago.

KJBS, San Francisco

Gardner Nursery Co., Osage, Ia., 6 *t* weekly, thru Northwest Radio Inc., Seattle, Wash.

WKRC, Cincinnati

Frigidaire Corp., Dayton, 3 *sa* weekly, thru Lord & Thomas, Chicago.



"In Washington WRC is the best buy" Pd. Adv.

Radio Advertisers

GARDNER NURSERY Co., Osage, Ia., has supplemented its spring campaign by adding 50 stations to its list, with daily schedules of five- or 15-minute programs, effective March 10, on WGR WNAX WIP KFYR WMMN WSNJ XENT WAZL WDEL WEST WGAL WORK KFXD WWVA WKBZ KFAC KFVD KERN KGDM KGFJ KHSL KMJ KQW KVEC KYOS KSUB KPQ WRNL WFMD KRQA WELI WREC WDAS KRLD KIRO WHKC WTAD WFEA WMPS WPEN KELA WHP KEX WCAU KIEV WHK WEBR WNAC WRVA and KATE. Approximately 100 more stations were to be added the last week in March.

SPERRY FLOUR COMPANY, San Francisco (flour) recently contracted for three quarter-hours weekly—Tuesday and Thursday—3:45 to 4 p. m. (PST) and one on Wednesday from 3:30 to 3:45 p. m. on the participating studio program, *The Woman's Magazine of the Air*, conducted by Bennie Walker on NBC-Pacific Red. This latest contract makes *The Woman's Magazine of the Air* 80% commercial. Other participating sponsors are Lamont Corliss for Danya Hand Lotion; Loose-Wiles Biscuit Co. and the Charles R. Knox Gelatine Company.

AIRY FAIRY FOODS Inc., Minneapolis (cake flour), has started a twice-weekly quarter-hour *Man on the Street* on WCFL, Chicago. Program featuring Don Norman has been signed for 39 weeks. Geo. H. Hartman Co., Chicago, is agency.

SUPERIOR FOOD PRODUCTS Co., Los Angeles (canned foods), frequent user of spot radio and quarter-hour transcribed programs, placing direct, on March 16 started for 13 weeks a weekly half-hour man-on-the-street program on KFAC, that city.

STANIS Inc., Chicago (cosmetics), on March 27 started a daily hour program for 52 weeks on WHOM, Jersey City, featuring recorded music and conducted entirely in Polish. Entitled *Polish Early Birds*, the program is heard 7-8 a. m. on weekdays, and 8-9 a. m. on Sundays. The account is handled direct.

MADISON PERSONAL LOAN Co., New York, on March 14 started 18 quarter-hours weekly on WHN, New York, participating in the daily two-hour broadcast of *Zeke Manners and his Hillbilly Gang*. The contract is one of the largest ever signed by the company, which also sponsors a quarter-hour of Art Green's daily program on WHN. Klinger Adv. Agency, New York, handles the account.

S. STROOCK & Co., New York (fabrics), on March 13 started sponsoring the Monday, Wednesday and Friday evening news broadcasts by Ted Reams and John Reed King, CBS announcers, on WABC, New York, from 11-11:15 p. m. A. A. Sterling, New York, handles the account.

LADY RANDOLPH Distributing Co., Hollywood, newly-organized cosmetic concern, on April 5 starts a test campaign on KFAC, Los Angeles, using a Wednesday afternoon live talent *Hollywood Fashion News* program. Firm will extend its radio activities using transcribed versions of the program on other Pacific Coast stations as markets open. Paul Cruger Radio Productions, Hollywood, is servicing the account.

CORN PRODUCTS Refining Co., New York, will start early in April a 39-week transcription campaign to advertise Karo, using the juvenile series *Adventures of Ace Williams* thrice weekly on KGU, Honolulu. The programs, produced by Charles Michelson, were placed by Gotham Adv. Co., New York.

MARNEY FOOD Co., Huntington Park, Cal., (Marco dog food), through Ivar F. Wallin Jr. & Staff, Los Angeles, on April 3 renews for 13 weeks its six-weekly participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Firm in addition, also renews on April 7 for 13 weeks, participation once weekly in *Art Baker's Notebook* on KFI, Los Angeles. It is planned to use other California stations.

RETIREMENT LIFE PAYMENTS Assn., Hollywood ($30-a-week-for-life plan), is sponsoring a four-weekly half-hour talk, *California Pension Plan*, on six California Radio System stations (KFWB KFBK KWG KERN KMJ KTMS). In addition the association is also using a similar nightly half-hour program on KYA, San Francisco, and KMTR, Hollywood.

STAYNER Corp., Berkeley, Cal., (Minra antacid compound) after conducting a brief test campaign on KSFO, San Francisco, sponsoring the *Minra Spelling Bee* with Tom Breneman, on May 6 adds KNX, Hollywood, and KARM, Fresno. Agency is Erwin, Wasey & Co., San Francisco.

FRIGIDAIRE DIVISION of the General Motors Sales Corp., Dayton, on March 20 started a new morning series, *Frigidaire Melody Time*, on WABC, New York, Monday, Wednesday and Friday, 8:45-9 a. m. Music, time signals, weather reports and poetry are included. Lord & Thomas, Chicago, is the agency.

PRACTICAL AIRCRAFT & Diesel Training Co., Detroit, has placed a series of five-minute programs twice-weekly for 13 weeks on WMCA, New York, featuring talks by Leo S. McDonald describing the advantages of employment in the airplane and diesel industry. Rickerd, Mulberger & Hicks, Detroit, handles the account.

CONSOLIDATED CIGAR Co., New York, on March 27 added WMAQ, Chicago, to the list of stations carrying news programs for Harvester cigars. Fort Pearson is the news commentator on WMAQ, using United Press news, five days weekly, 6:30-6:35 p. m. Agency is Erwin, Wasey & Co., New York.

SECURITY First National Bank, Los Angeles, new to radio, thru Dana Jones Co., that city, is using daily time signal announcements on KNX, Hollywood, and two weekly spot announcements on KFI, Los Angeles. Contracts are for 52 weeks.

WHITE KING SOAP Co., Los Angeles (soap), using from three to five spot announcements and participation in home economic programs on 52 stations west of the Mississippi, on April 3 renews for another 13 weeks. Agency is Raymond R. Morgan Co., Hollywood.

CALIFORNIA RENDERING Co., Los Angeles (dog food), new to radio, on March 23 started a 13-week test campaign on KNX, Hollywood, using a twice-weekly five-minute dog stories series with Phil Stewart as narrator. With new markets opening, following the test, California Rendering Co. plans to use a similar quarter-hour weekly program on a Pacific Coast network. Agency is Raymond R. Morgan Co., Hollywood.

America's 4th Market

KEHE

780 Kc

Is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

MINIMUM EXTRA COST
MAXIMUM EXTRA RESULTS

SIGNING the contract that puts *Look* magazine on the air over WLW, Cincinnati, for 26 weeks, S. O. Shapiro, *Look* circulation manager, here is busy with pen and paper while James D. Shouse (left), general manager of WLW and Crosley vice-president in charge of broadcasting, and Sales Manager Robert E. Dunville (right) register satisfaction. The magazine is sponsoring Peter Grant's newscasts, Tuesday, Thursday, Saturday and Sunday, at 11-11:15 p. m., with additional newscasts on special occasions.

Prodigals Return

AFTER four years in Hollywood and Chicago, where they were heard on NBC networks, *Gene & Glenn*, noted singing and comedy team, returned last month to WTAM, Cleveland, for their old sponsor, J. Spang Baking Co. With them came Cal DeVoll, script and song writer, who was with them for Spang's when they started on WTAM in 1930.

BORDEN Co., New York, on March 15 started a summer program for Reid's Ice Cream on WJZ, New York, Wednesdays, 7:30-8 p. m. Titled *George Jessel's Jamboree*, the program features songstress Mary Small, Richard Himber's orchestra, Sam Carlton and Ernest Chappell. Pedlar & Ryan, New York, handles the account.

W. F. McLAUGHLIN Co., Chicago (Manor House coffee), on March 10 started a six-weekly series 8:30-8:40 a. m. featuring Norman Ross in music and patter on WMAQ, Chicago. Sherman K. Ellis & Co., that city, handles the account.

PETER FOX BREWING Co., Chicago, on March 12 started *Tunes on Tap*, a 15-minute Sunday afternoon show of transcribed music, on WMAQ and WBBM, Chicago. Schwimmer & Scott, Chicago, handles the account.

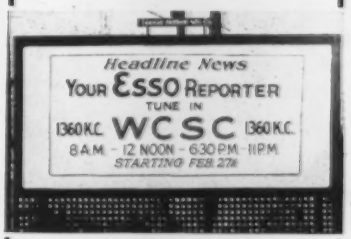
HARTFORD-CONNECTICUT Trust Co. has begun sponsorship weekly of *Voices of Yesterday*, re-creations of famous voices of the past, over WDRC, Hartford, placed through Baker, Cameron, Soby & Penfield, Hartford.

MRS. G. W. BALLARD, of Los Angeles, on April 21 will start a series of philosophical-religious talks on WHN, New York, 20 half-hour periods from the Mecca Temple, and seven quarter-hour programs from the WHN studios. Ted Dahl Adv. Co., Los Angeles, placed the account.

NESBITT FRUIT PRODUCTS, Los Angeles (orange beverage), in a seven-week test campaign started in mid-March, is using six-weekly transcribed announcements on KVOA, Tucson, Ariz. Tests are being planned in other western States as markets are opened. Agency is Charles H. Mayne Co., Los Angeles.

Red NBC Blue

WCSC at Work



We welcome the Esso Reporter

We merchandise our sponsors' programs

for Radio in Charleston, S. C.

it's

WCSC

1360 Kc. 1360 Kc.

WOMEN LOVE IT!

SO DO SPONSORS . . . AND SO WILL YOU!

"WOMAN'S RADIO JOURNAL"

Live Script
One Man Production

Five Days A Week
Half Hour Show

Stations: Write Dept. B for free brochure

STAR RADIO PROGRAMS INC.

250 PARK AVENUE NEW YORK CITY

(REP.—All Canada Radio Facilities Ltd.)

W. E. WOODS Ltd., Sydney, Australia (Wood's Great Peppermint Cure), thru Gotham A/sia, Pty. Ltd., that city, on April 10 starts sponsoring *Fu Manchu* on 2GB, Sydney; 4BH, Brisbane; 3AW, Melbourne; 5DN, Adelaide; 5RM, Renmark; 3HA and 3SR, Victoria; and 2GZ, N. S. W., at the rate of four programs weekly. *Fu Manchu* was purchased in Australia and New Zealand by Macquarie Broadcasting Services, Sydney. W. E. Woods Ltd., has sponsored many important American transcriptions in recent years, including *The Count of Monte Cristo* and *Charlie Chan*.

PROGRESSIVE OPTICAL Co., San Francisco, is sponsoring 20-daily INS news broadcasts for 52 weeks on KSAN, San Francisco. Two announcers have been assigned to handle actual broadcasts, with two others gathering local news by telephone. Account was placed through William Gleeson Agency, Oakland.

STAYNER MFG. Co., Berkeley, Cal. (Minra compound), which has been conducting a test program, *Minra Spelling Bee* on KSFO, San Francisco, on May 6 will add KNX, Los Angeles, and KARM, Fresno, Saturdays, 7-7:30 p. m. (PST). Erwin, Wasey & Co., San Francisco, handles account.

NIAA Fall Meeting

ANNUAL convention of National Industrial Advertisers Assn. will be held Sept. 20-22 in New York at the Hotel New Yorker. A series of clinic meetings will be held, with the program committee headed by Roger Wensley, president of G. M. Basford Co. The association now has 18 chapters in the United States, two in Canada.

T. S. STEPHENS & Co., Winnipeg (paint) on March 22 started a weekly quiz program from a Winnipeg theatre to run till June 28 on CKY, Winnipeg; CKX, Brandon, Man.; CKCK, Regina; CHAB, Moose Jaw, Sask.; CFQC, Saskatoon, Sask.; CKBI, Prince Albert, Sask.; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge, Alta. Account was placed through Norris-Patterson, Winnipeg.

PATTERSON Candy Co., Brantford, Ont., start about April 15 a twice-weekly transcription campaign on 14 stations in Ontario and Western Canada, with prizes for children. Richardson-Macdonald Adv. Service Ltd., Toronto, placed the account.

WARREN WATKINS CANDY Co., Los Angeles, new to radio, through Cruger Radio Productions, Hollywood, is planning a Pacific Coast regional campaign to start in late April. A twice-weekly five-minute transcribed program, *Listen & Learn*, will be used. Details are now being worked out.

BULLOCK'S Inc., Los Angeles (department store), in a two weeks pre-Easter sale which started March 22, is using an average of from two to four spot announcements daily in five southern California stations—KNX, KFI, KECA, KHJ, KFWB. Agency is Dana Jones Co., Los Angeles.

INSKEEP PRODUCTS Co., Huntington Park, Cal. (ice cream mix), new to radio and placing direct, in a test campaign on March 27 started daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Contract is for 13 weeks. Firm is a subsidiary of Marney Food Co.

BERGHOFF BREWING Corp., Ft. Wayne, has started *Sport Oddities* on WOWO, that city, one-minute live shows, 10 weekly, featuring Jimmie Evans' unique sports facts. L. W. Ramsey Co., Chicago, is agency.

AGENCY Appointments

J. W. MARROW Co., Chicago (shampoo), to Hays, MacFarland & Co., Chicago.

NESTLE'S MILK PRODUCTS, New York, to Leon Livingston Adv. Agency, San Francisco.

STOKELY BROS. & Co., Indianapolis, Ind. (Van Camps food products and Stokely's Baby Food) to Calkins & Holden, N. Y.; Stokely's vegetables account continues with Gardner Adv. Co., St. Louis.

PINE BROS., Philadelphia (Glycerine tablets), to McKee & Albright, Philadelphia.

PERMA-DRY PROCESS Corp. and Moth-Proof Process Corp., New York (fabric water-proofing and moth-proofing), to Edward Dukoff Assoc., New York. Plans radio advertising this summer after a test trade paper campaign.

COMMERCIAL FINANCE Co., Los Angeles (loans), to Milton Weinberg Adv. Co., Los Angeles, and on March 21 started for 13 weeks sponsoring *Stu Wilson's Swap Shop* on KFWB, Hollywood. Other radio planned.

PECK & HILL Furniture Co. of California, Los Angeles (retail and wholesale), to H. Chas. Sieck Ltd., that city, using twice weekly participation in the *Bridge Club* on KFI in test.

Philip Morris Series

PHILIP MORRIS & Co., New York (cigarettes), on March 24 started a new audience participation program, *Guess Where?* on 3 MBS stations to replace the *What's My Name?* show, which has been heard on Fridays, 8-8:30 p. m. The new program, heard at the same time, features Charlie Cantor and a woman partner as "Mr. and Mrs. Stowaway" on imaginary trips. Contestants are asked by Budd Hulick, m. c., to guess the couple's location, and winners receive prizes ranging from $10 to $5. Johnny Green's orchestra, Johnnie the Call Boy, and Announcer Charles O'Connor round out the cast. Agency in charge is Biow Co., New York.

Beck Shoe Test

A. S. BECK Co., New York (national chain shoe stores), on March 15 started a 13-week test campaign of one-minute spot announcements on WMCA, New York, 28 times weekly. The announcements contain a special opening and closing theme and features personal testimonials by a group of American models. The campaign will be extended to other cities after results of the WMCA test are tabulated. Hartmann & Pettingell, New York, handles the account.

Welcome!

NATIONAL ASSOCIATION OF BROADCASTERS

July 10 to 13

When you come to Atlantic City, make your headquarters at The Ambassador • You'll be adding hours of pleasure and enjoyment to your stay by being so close to everything that's going on • And The Ambassador is Atlantic City's finest hotel, located directly on the boardwalk with most guest rooms facing the Atlantic • You'll find everything you want at The Ambassador...comfortable rooms at moderate rates...fine restaurants...indoor swimming pool and other recreational facilities...spacious sun decks and public rooms •

William Hamilton
MANAGING DIRECTOR

Howard E. Biggs
CONVENTION MANAGER

The Ambassador
IN ATLANTIC CITY

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

TRANSCRIPTIONS

STANDARD RADIO, Hollywood, has announced as new subscribers to its transcription service WBTH, Williamson, W. Va.; WHBL, Sheboygan, Wis.; WJMC, Rice Lake, Wis.; KFNF, Shenandoah, Ia.; KSAM, Huntsville, Texas; KFPW, Fort Smith, Ark.; WMRO, Aurora, Ill.; WGNC, Gastonia, N. C.; WEEU, Reading, Pa.

ALBERT BATES, formerly sales representative for Krich-Radisco, Newark, has been appointed manager of the New York Branch of American Record Corp., recently acquired by CBS. Mr. Bates was formerly buyer for Wanamakers' Store, Philadelphia, and later was Victor Record distributor in Cincinnati.

LEONARD W. JOY, conductor and arranger who has been associated with RCA Victor since 1926, on March 21 was named manager of artist and repertoire by Frank B. Walker, vice-president in charge of record activities.

WORLD BROADCASTING SYSTEM recently added WAIM, Anderson, S. C., to the list of stations subscribing to its regular program service.

DORIS STEELE has joined Aerogram Corp., Hollywood transcription concern, as account executive.

ARCHIE JOSEPHSON, head of 20th Century Radio Productions, Hollywood, fractured his right arm recently.

R. U. McINTOSH & Associates, N. Hollywood, Cal., transcription producers, has inaugurated a library service, offering four programs daily on a five-day-a-week basis.

WTOC, Savannah, has become an affiliate of the Gold Group, WBS transcription network. WAIM, Anderson, S. C., has been added to the list of subscribers to World's transcription library service.

WFAA, Dallas, has subscribed to the transcription library of Associated Recorded Program Service, effective April 16, it has been announced.

EDMUND J. HOLDEN and Reginald Sharland, Hollywood writers and actors of *Watanabe* and the *Honorable Archie* series, have established scripting offices at 1680 N. Vine St., that city, and are transcribing the program at Recordings Inc., for regional sponsorship.

DAVE DAVIDSON, vice-president of Telecast Corp., Hollywood distribution agency of transcribed programs, has taken over duties of sales manager, succeeding Elliott Fisher, resigned. Davidson also continues to supervise station relations and sales promotion.

THE transcribed series of programs, *Calling All Cars*, produced by Tested Radio Features, New York, has been sold to five sponsors for broadcast on six stations in different parts of the country, including WBMC, Birmingham, for 7 Up Bottling Co.; WMBG, Richmond, for Bischoff Distributing Co. (Rhinegold beer); WNBF, Binghamton, N. Y. for Fitzmartin Inc. Through McCann-Erickson, New York, Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), is sponsoring the program on KMOX, St. Louis, and WJR, Detroit, and the Gruen Watch Co. is using WSYR, Syracuse.

IN PREPARATION for the observance of Good Friday, April 7, and Easter Sunday, April 9, *NBC Thesaurus* is supplying its subscriber stations with two special programs of sacred music and Biblical recitations on the Resurrection. The *Thesaurus* service also plans special transcriptions for such events as the visit of the King and Queen of England to America this spring, and Mother's Day.

Recording Ban Voted

A BILL to prevent unauthorized recording of radio broadcasts was passed 47-1 by the New York State Senate March 28. Said to be backed by the National Association of Performing Artists and AFM, the bill was introduced by Senator Perry (D) of Manhattan. It provides that "any person who, for the purpose of pecuniary gain, shall" record a broadcast "without the consent in writing of the person or persons broadcasting the same, offering it for sale, or having it in possession for the purpose of sale" shall be guilty of larceny, while upon proper cause, the court may "order the destruction of such records," effective Sept. 1, 1939. A second bill, introduced by Senator Coudert, provides that no criminal action can be taken against a reporter, announcer, broadcaster, etc. while on the air for the publication of a report on any judicial, legislative or other public proceeding.

CHARLES SHEPHERD, field sales representative of Davis & Schwegler, Los Angeles producers of tax free music and transcriptions, received minor injuries when his automobile hit a snowbank near St. Paul, during a March storm.

GENERAL ELECTRIC'S W2XAF, international station operating on 6190, 9530 and 21590 kc., was authorized by the FCC March 27 to increase its power to 100,000 watts, using a linear radio frequency amplifier.

A. J. Schrade Is Named To Presidential Post of Radio Transcription Co.

ANDREW J. SCHRADE, formerly vice-president of the American Record Corp. of California, Hollywood, has been elected president and general manager of Radio Transcription Co. of America, succeeding the late Charles C. Pyle. Mr. Schrade is well known in radio, having started in 1915 with Columbia Phonograph Co., New York, later coming to the West Coast as manager, with headquarters in San Francisco. In 1934 he came to Hollywood as vice-president of the American Record Corp., from which he resigned to take over his new post.

Paul Crowley, for several years with American Record Corp., recently acquired by CBS, has taken over Mr. Schrade's former activities, Edward Wallerstein, president, announced when in Hollywood during mid-March. He also stated that there will be no functional changes in the personnel of American Record Corp. of California.

In accepting the presidency of Transco, Mr. Schrade announced that national headquarters will continue in Hollywood. The firm recently closed its Chicago offices.

TECHNICAL division of Norman B. Neely Radio Enterprises, Hollywood sales organization, installed the Gates speech and Presto recording equipment in the Don Irwin Broadcasting & Recording Studios, Huntington Park, Cal. Studios are used for remote broadcasts by KFOX, Long Beach, Cal., as well as for recording purposes.

WTMC Starts in May

AUTHORIZED by the FCC March 13, the new WTMC at Ocala, Fla., 100-watt fulltime station on 1500 kc., expects to be ready to go on the air around May 15, according to Fred Bugg, who will be the station's general manager under John T. Alsop Jr., licensee. Mr. Alsop heads the public relations firm of Florida Enterprises with offices in Jacksonville and Ocala. Mr. Bugg reported that a composite transmitter will be installed with a 150-foot Wincharger vertical radiator. Staff chosen so far includes Hal Davis as commercial manager; Helen Davis, program director; Dodd Daniel, chief engineer; Charles Beresford, chief announcer.

NOTICE:—

WSYR

of

Syracuse

will go on

Daylight Saving Time

this summer

Quiet Cutting—

MUSICRAFT RECORDS INC. N.Y.C. DURALITE

DURALITE

RECORDING BLANKS

Write for

"REMEDIES FOR CUTTING DIFFICULTIES"

MUSICRAFT RECORDS INC. 8 WEST 47th ST. NEW YORK

SALES STRAIGHT AHEAD

ITALIAN JEWISH POLISH

One campaign three ways — and all ways lead straight to sales when you advertise ITALIAN, JEWISH, POLISH

"The Triumphant Trio Way"

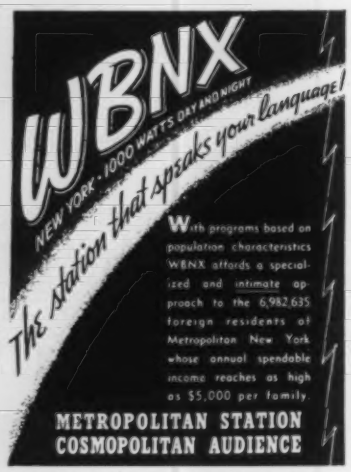
Progressive Advertisers know that such *Sales Strategy* clicks in our important Foreign Language Market with its tremendous Buying power! So Schedule NOW for those Sales Ahead!

WPEN PHILA. 1000 WATTS

WM. PENN BROADCASTING CO.

Shurick Joins Agency

EDWARD P. SHURICK Sr., formerly Minneapolis manager of KSTP and assistant general manager of WDGY, has joined the staff of Gerald S. Beskin Adv. Agency, Minneapolis, in charge of the radio division. Robert Barringer, also a veteran of Twin City and West Coast radio, has been appointed as assistant radio director under Shurick. New accounts added by the Beskin Agency are Stephens Buick Co., Twin City Buick Dealers' Assn., Direct Service Stations, Washburn-McReavy Mortuary, Arrow Head Steel Products Co., combined Dr. Pepper Bottlers of Minnesota, Ewald Bros. Dairy, Despatch Laundry Co., Inland Coal and Dock Co., Northland Oil Co., and Postal Telegraph Co.


WBNX
NEW YORK - 1000 WATTS DAY AND NIGHT
The station that speaks your language!
With programs based on population characteristics WBNX affords a specialized and intimate approach to the 6,982,635 foreign residents of Metropolitan New York whose annual spendable income reaches as high as $5,000 per family.
METROPOLITAN STATION
COSMOPOLITAN AUDIENCE

Agencies

CHESTER H. McCALL, formerly head of Chester H. McCall Co., New York, has joined Peck Adv. Agency, New York, as vice-president. Mr. McCall was previously executive vice president of the United States Adv. Corp.

RAY CLINTON, formerly of Logan & Stebbins, Los Angeles agency now discontinued, has joined Philip J. Meany Co., that city, as production manager. He succeeded Harry Brinckman, who resigned several weeks ago to join W. C. Jeffries Co., Los Angeles.

CARL STANTON, Lord & Thomas, Hollywood, radio producer, on March 23 married Virginia Reynolds Ketchum, of Denver.

JACK GALE, formerly an account executive of KFAC, Los Angeles, has joined Ivar F. Wallin Jr. & Staff, that city, in a similar capacity.

RUTH JOHNSON has resigned as radio director of Schall-Martin Agency, Hollywood talent bureau, to join Raymond R. Morgan Co., that city, as secretary to R. E. Messer, office manager.

ROBERT BOWEN, formerly of Allied Adv. Agencies, Los Angeles, has joined Glasser Adv. Agency, that city, as account executive. He succeeds Kenyon Ivie who has gone to Westamerica Co., Los Angeles. John W. Sageman, formerly of Metro Adv. Service, Chicago, has also joined Glasser as account executive.

JOHN U. REBER, J. Walter Thompson Co., New York vice-president in charge of radio, arrived in Hollywood March 24 to confer with Danny Danker, vice-president in charge of radio in that city.

Deutsch & Shea Formed

ARNOLD DEUTSCH, formerly radio director of Brown Adv. Agency, New York, and Jerome P. Shea, former space buyer for the same agency, have organized Deutsch & Shea Adv. Agency, at 1475 Broadway, New York, telephone Bryant 9-5187. Mr. Deutsch will continue to handle radio for the new agency, and Harry C. Wasserstein, formerly art director for Brown Adv., will have the same position with the new agency. No publicity on accounts has been issued to date.

ANDREW E. HOLMES recently resigned as vice-president of Donahue & Coe, New York, to become president of Angostura-Wupperman Corp., New York.

ROY S. DURSTINE, president of BBDO, New York, was in Hollywood during March for a series of conferences with Jack Smalley, the agency's West Coast manager.

RICHARD J. COMPTON, president of Compton Adv., New York, returns April 3 from a three-week vacation in Nassau.

PHILIP W. LENNEN, president of Lennen & Mitchell, has returned to New York after several days in Hollywood conferring with Jay Clark, producer of NBC *Woodbury Playhouse*.

JAMES J. MALONEY, for 12 years with the executive staff of N. W. Ayer & Son, New York, on March 13 joined Donahue & Coe, New York, as account executive.

WILLIAM N. CONNOLLY, advertising manager of S. C. Johnson & Son, Racine, Wis. (floor wax) was in Hollywood during March to confer with Cecil Underwood, producer of NBC *Fibber McGee & Co.*

C. J. RAFT, vice-president of Stevens-Davis Co., Chicago, was in Hollywood during March.

WILLIAM W. PROUT, formerly with Benton & Bowles, New York, recently joined the newly-formed agency of Dillingham, Livermore & Durham, New York, as media director.

C. F. LUFKIN, former vice-president of Townsend & Townsend, New York, has joined Calkins & Holden, New York, in an executive capacity.

J. N. McCONNELL has succeeded Betty MacCracken as time buyer at J. J. Gibbons Ltd., Toronto.

CHARLES LEE, formerly with the research department of Young & Rubicam, New York, has organized the Institute for Marketing Research, 41 W. 53d St., New York, which will service national advertisers by conducting independent advertising and retail sales checkups and special marketing surveys through a corps of field investigators.

KNOX-REEVES, Minneapolis advertising agency, has opened New York offices in the Chanin Bldg., 122 E. 42d Street, under the management of Brad Robinson. Telephone is Murray Hill 4-3982.

E. E. SYLVESTRE, for several years manager of Westco Adv. Agency, San Francisco, recently was named president of Knox-Reeves, Minneapolis. He was succeeded in San Francisco by R. W. Stafford.

EDWIN SCHNEEBERG, script writer, has joined the radio staff of N. W. Ayer & Son in New York.

GEORGE MATTHEWS, production manager, has been appointed managing director of Broadcast Advertising Pty., Sydney, Australia. He succeeds Geoffrey Moore, resigned.

MORRIS MESSICK, formerly of the radio department of Gardner Adv. Co., St. Louis, has joined the Chicago office of that firm to do research on the Ralston-Purina NBC *Inside Story*.

HARRY KERR, publicity director of J. Walter Thompson Co., New York, on March 13 left for Hollywood to remain about two months on a special assignment handling the Hal Roach motion picture accounts serviced by the agency. During his absence, Wickliffe Crider is handling all New York radio publicity for the agency.

WILLIAM MORRIS Agency, Beverly Hills, Cal., talent service, has moved to new offices at 202 N. Canon Drive, that city.

BERT VAN CLEVE, San Francisco radio writer, and Gil Darwin, Hollywood exploitation director, have formed the Los Angeles firm of Van Cleve & Darwin, public relations counselors, with offices at 1709 W. Eighth St.

JIMMY SAPHIER, radio executive of Music Corp. of America, Beverly Hills, Cal., talent agency, is in New York to discuss summer replacement shows with agencies and sponsors.

FRANK B. HOWE, for the last four years publicity director of Raymond R. Morgan Co., Hollywood, and William A. (Bill) Wood, affiliated with Powell Press Service, Los Angeles, for 10 years, have taken over the publicity department of the former organization as an independent enterprise, under the firm name of Howe & Wood. Firm will operate as an affiliate of Raymond R. Morgan Co., with headquarters at 6362 Hollywood Blvd., handling publicity and public relations. Mary Nugent, Morgan Co. secretary joins the new firm as office manager.

SHAPPE ADV. AGENCY, New York, has moved to new offices at 215 Fourth Ave. The new phone numbers are ALgonquin 4-8777 and 4-8778.

LISLE SHELDON ADV., Los Angeles, has moved offices to 542 S. Broadway.

COMPTON ADV., New York, is planning within the next few weeks to lease more space on the 15th floor of 630 Fifth Ave., the agency's present location.

CONTINENTAL ADV. SERVICE, Los Angeles, has moved to new offices at 210 W. Seventh St.

MENKEN ADV. Inc., New York, on March 20 moved from 1776 Broadway to 280 Madison Ave., with the new telephone number MUrray Hill 5-0570.

Start New Agency

HOMER BAKER, Edward and Roy Gordon, and John Lee Burton, formerly with the Ethical Adv. Agency, New York, have formed Baker, Gordon & Burton, at 535 Fifth Ave., New York (telephone, Vanderbilt 6-3188). Mr. Roy Gordon is president, Edward Gordon, vice-president, and Mr. Burton, secretary-treasurer. A radio director will be appointed in the near future.

The *Proof* of the
PULLING POWER
is in the *Mail*

WFBL Advertisers
Get Big Response

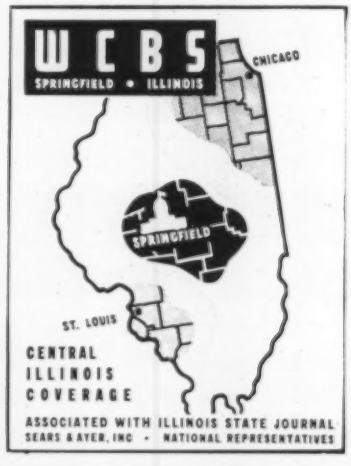
How's this for results? After one broadcast each the mail man worked over-time for the following MORNING advertisers:

A Grocery Company — 258 letter responses
A Dairy Company — 262 letter responses
A Dog Food — 105 proof-of-purchase responses

This is proof of WFBL's pulling power—proof that money spent for WFBL time is money well spent. And it's proof, too, that WFBL has a wide-awake audience during the *morning* hours. WFBL *morning* time can do for you what it is doing for many other successful advertisers.

For rates and time available write or wire WFBL, Syracuse, N. Y., or Free & Peters, Inc., national representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES



Reps

NORMAN PROUTY, who last fall joined Joseph H. McGillvra, station representative organization, has resigned as head of the New York sales staff to join the New York sales staff of Edward Petry & Co. Mr. Prouty was previously associated with Transamerican and E. Katz Special Adv. Agency. Michael McGuire, formerly of World Broadcasting System and N. W. Ayer & Son, has also joined the Petry sales staff in New York.

WARREN JENNINGS, formerly eastern advertising manager of *The Farmer's Wife* magazine, and previously zone advertising director of the *American Agriculturalist*, has joined the New York sales staff of Transamerican Broadcasting & Television Corp. to contact eastern advertisers of WLW, Cincinnati, for which Transamerican is national representative.

REITER-SPADEA Co., new representative firm with offices in the Wrigley Bldg., Chicago, has assumed midwestern representation of WCAU, Philadelphia. Plans are under way to open an office in New York soon.

HOWLAND & HOWLAND Inc., newspaper representatives with offices at 247 Park Ave., New York, and 360 N. Michigan Ave., Chicago, has entered the station representative field, and reports signing the new WJLS, Beckley, W. Va. A. W. Howland is in charge of the New York office and W. D. Watson is in charge at Chicago.

RICHARD F. KOPF, formerly of International Radio Sales, Chicago, has joined the Chicago office of Paul H. Raymer Co., national representative firm. Mr. Kopf joined International early in 1938, having been a member of the sales staff of Barron G. Collier, Chicago, since 1934.

KTAR, Phoenix, Ariz., and KVOA, Tucson, the latter recently acquired by the KTAR interests, have appointed Paul H. Raymer Co. as national representatives.

KRIC, Beaumont, Texas, effective March 20, appointed Kelly-Smith Co. its national representative.

HOWARD C. BROWN, American representative of 3XY, Melbourne, Australia, is now headquartered at 6418 Santa Monica Blvd., Hollywood.

KFPY, Spokane, has named The Katz Agency Inc., New York, as its national representative.

CKMO, Vancouver, B. C., announces that it has appointed William R. Stewart, 9 S. Clinton St., Chicago, as its representative in that area.

RICHARD McBROOM, in charge of the Seattle office of John Blair & Co., station representatives, has left the Blair organization to join KIDO, Boise, Ida., as sales manager. KIDO will continue to be represented by Blair.

TEXAS STATE NETWORK, which recently announced plans to establish a New York and Chicago representative office of its own [BROADCASTING, March 15], has opened the New York office headed by Frank S. Fenton at 630 Fifth Ave.; telephone number is Circle 5-8395.

SID ASTON, of the Chicago office of Joseph Hershey McGillvra, national representative firm, has been named manager of the office to replace Harlan G. Oakes, recently named to the Chicago staff of Howard Wilson Co.

REYNOLDS-FITZGERALD Inc. has been appointed national representative of KFNF, Shenandoah, Ia., management of which was recently taken over by M. H. Petersen.

WILLIAM A. COOK, formerly of the Howard H. Wilson Co., Chicago, has joined the sales staff of WHBL, Sheboygan, Wis.

Husband & Thomas Split; Form Two New Agencies

STANLEY A. BROWN has resigned as chairman of the board of Brown & Tarcher, New York, to become president of Husband & Thomas, New York, which, effective April 1, will be known as Brown & Thomas at 370 Lexington Ave. David C. Thomas, formerly president and treasurer of Husband & Thomas, becomes executive vice-president and treasurer of the new agency; Charles E. Clifford has resigned as vice-president of Brown & Tarcher to take a similar post with Brown & Thomas; while Thomas F. Hughes and William A. Jensen, director of marketing and research and sales director, respectively, of Brown & Tarcher, assume identical duties at the new agency.

Mr. Brown takes with him to Brown & Thomas the advertising accounts of Aeolian Hall, various brands of the Schenley Import Division, Keen Dry Shaver, Manhattan Shirt Co., and Spencer-Taylor Co., hotel operators. Accounts numbering about 30, formerly handled by Husband & Thomas, will be serviced by the new agency.

With Mr. Brown's withdrawal from Brown & Tarcher, that agency, now located at 630 Fifth Ave., becomes J. D. Tarcher & Co., Jack D. Tarcher remaining as president. William E. Larcombe continues as vice-president and radio director, W. W. Kirchert as space buyer, Jay R. Wieder as production manager, and Dave Block as art director. Accounts include Coty, Smith Bros. Cough Drops, Pequot Mills, Benrus Watch Co., Vichy Celestine, and Seeman Bros., makers of White Rose Tea.

THE CBC has printed in booklet form the report of Chairman L. W. Brockington to the Parliamentary committee probing the CBC operations. The 50-page booklet is titled *Canadian Broadcasting, An Account of Stewardship* — the origin, growth, present position, problems and possibilities of our national broadcasting system."

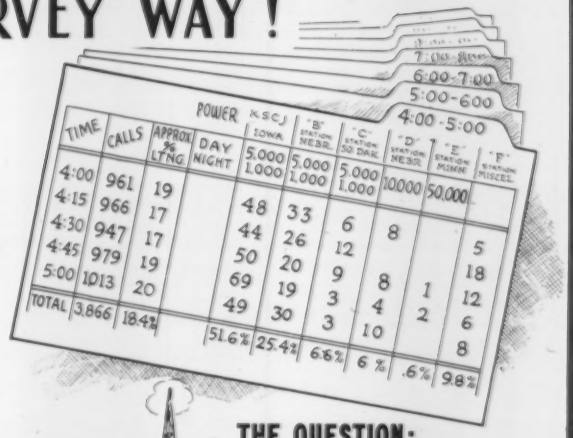
Wilson Names Oakes

HARLAN G. OAKES, former Chicago manager of Joseph Hershey McGillvra, has joined the Chicago staff of Howard Wilson Co., national representative firm. Mr. Oakes joined the McGillvra company in 1936, was manager of the firm's West Coast office during 1937. After attending Northwestern U. for three years, Mr. Oakes joined the advertising department of the Florsheim Shoe Co., Chicago, in 1928, and during his seven years with Florsheim became assistant production man and worked in radio when its first network show went on the air in 1932. Oakes replaces James Bingham, who has resigned from the Wilson firm and has not announced future plans.

Mr. Oakes

A tall story... but TRUE

The KSCJ PERPETUAL SURVEY WAY!


POWER KSCJ IOWA
"B" STATION NEBR.
"C" STATION SO DAK.
"D" STATION MINN.
"E" STATION MINN.
"F" STATION MISCEL.
TIME
CALLS
APPROX % LTNG
DAY NIGHT
4:00 961 19 48 33 6 8 5
4:15 966 17 44 26 12 18
4:30 947 17 50 20 9 8 1 12
4:45 979 19 69 19 3 4 2 6
5:00 1013 20 49 30 3 10 8
TOTAL 3,866 18.4% 51.6% 25.4% 6.6% 6% .6% 9.8%

Begun over a year ago, the KSCJ Perpetual Survey is a factual, listener preference gauge for every quarter hour of the day.

Send for it.

Ask KSCJ or George Hollingbery

THE QUESTION:
"Is Your Radio Turned On? If so, to What Station are You Listening?"

KSCJ
The JOURNAL
Sioux City, Iowa
Affiliated with C.B.S.
Represented by GEORGE HOLLINGBERY · C.W. Corkhill, MANAGER

in the CONTROL ROOM

ELLERY PLOTTS, engineer in charge of synchronization of WBBM, Chicago, and KFAB, Lincoln, which operate simultaneously on the 770 kc. channel, on March 24 addressed the Chicago convention of the Institute of Radio Engineers on the synchronous operations of the stations and the engineering problems encountered.

HAROLD J. SAZ, chief of sound effects at NBC studios in Hollywood, celebrated his tenth anniversary with the network in March. Mr. Saz started in NBC as a page on the New York staff after he left college, and two years later was promoted to sound effects department.

STEVE GARCIA, control operator of WKBZ, Muskegon, Mich., recently married Waneta Miller.

C. E. (Bud) DOWNEY, chief engineer of KROW, Oakland, Cal., is planning construction of a completely radioized home on a piece of property he recently purchased at the highest point of the Oakland hills. Every radio-electrical gadget of importance will be built in, including a five-meter transmitter and receiver and an extension loud speaker built into a small, illuminated fountain in the center of his fish pond.

WILLIAM S. CARSON, formerly with WBAL, Baltimore, and recently of the engineering staff of NBC in Washington, has been added to the television group in Radio City, New York.

HARRY SMITH, sound technician, has joined Cinematone Corp., Hollywood film and transcription concern, as chief recording engineer.

Filler Inner

AARO HIRSIMAKI, control operator of WOWO, Fort Wayne, Ind., demonstrated his versatility recently when, after the regular announcer had a nasal hemorrhage and was unable to continue, he carried out 10 minutes of early morning local transcriptions, dashing to the news room between numbers to garner the early-bird grist, and then announcing between discs. He reported himself on the "outage" sheet for 15 seconds of "dead air" when a record ran out while he was slaving in the news room.

ED LUDES, NBC Hollywood sound effects technician, married Alice Sizer, radio singer, in Los Angeles March 18.

BILL HEITZMAN, former chief engineer of WBLK, Clarksburg, W. Va., has joined the engineering staff of WCKY, Cincinnati.

RICHARD HIX, formerly on the teaching staff of National Diesel Automotive Radio & Electrical School, Los Angeles, has joined the technical division of Norman B. Neely Radio Enterprises, Hollywood technical sales agent. Bill Stancil, formerly associated with various Hollywood film studios, also has joined the Neely organization as sales engineer in the recording studio and radio station division.

W. H. GAFF, formerely on the engineering staff of WHO, Des Moines, has joined KGFJ, Los Angeles, in a similar capacity. He succeeds I. R. Colbert, resigned.

KENNETH LITE has joined the engineering staff of KIT, Yakima.

FRED EILERS, formerly manager of KHBC, Hilo, Hawaii, and prior to that chief engineer of KYA, San Francisco, has joined the technical staff of KSRO, Santa Rosa, Cal. He succeeds Irv Carlson. Bob Nickols is chief engineer, having succeeded Jack Van Groos.

ORD LARKIN has replaced Arthur Solga in the engineering department of KLPM, Minot, N. D.

MARVIN MYERS, formerly supervisor of Drake University's school of radio and with KSL, Salt Lake City, and the Iowa Network, has joined the engineering department of KGKO, Fort Worth.

ALLEN B. DUMONT, head of the Allen B. DuMont Laboratories, Passaic, N. J., will discuss and demonstrate his system of television at the April 13 session of the Patent Office Society of Washington, D. C.

The Other Fellow's VIEWPOINT

Fast Talkers

EDITOR BROADCASTING:

In the March 15th issue I note the article concerning Peter Grant of WLW, concerning his rapid fire delivery of news, 2,600 words in a 15-minute period.

To be perfectly frank, there are two of us up here at WBCM who don't agree 2,600 words is so hot. Hub Jackson, WBCM's sports announcer, on his *Sports Show* of Wednesday, March 15 (you'll note this was before the Peter Grant article was released, so no record was being tried for and this *Show* was picked from the files at random and the words counted) speiled off 2,585 words in a 14-minute period, and Hub isn't considered a machinegun type of announcer. However, if that isn't enough Jack Parker, WBCM's newscaster, did time his news, March 20, and rattled off 2,730 words in a 14-minute period, including commercials.

HUB JACKSON,
WBCM, Bay City, Mich.
March 21, 1939

RALPH FERRIS, formerly of WTMJ, Milwaukee, has joined the technical staff of WHK-WCLE, Cleveland, as transmitter operator. Al Draper has been transferred to the transmitter staff on relief shifts while Roy Sluhan is on studio control duty.

DAVIDSON VORHES, CBS engineer, is the father of a boy born recently.

E. STOLZENBERGER, R. O. Thatcher, E. R. Cullen and W. L. States, all NBC engineers, have been transferred to television service with NBC in New York.

JIM GAVIGAN, formerly of Finch Telecommunications Laboratories, New York, has joined WHAI, Greenfield, Mass., as transmitter engineer.

RCA Names Ewald

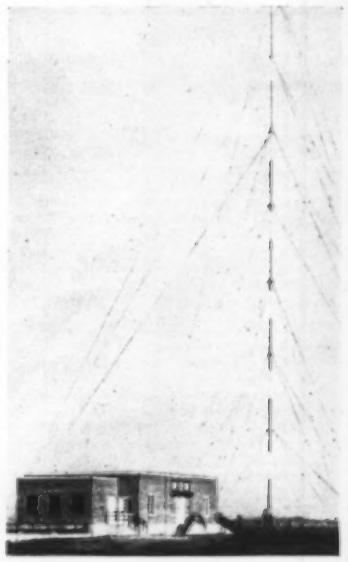
APPOINTMENT of George Ewald, former district manager in Dallas, as sales manager of the Engineering Products Division of RCA Mfg. Co., Camden, was announced March 17 by James L. Schwank, manager. Rapidly expanding markets for RCA sound and related products in existing fields and development of new markets through a widening field of new applications has motivated enlargement of these operations, he said. W. L. Rothenberger continues as manager of the department.

William E. Bowen

WILLIAM E. BOWEN, for 12 years a member of the NBC engineering staff in San Francisco, died March 15 in the Park Sanitarium, San Francisco. Although bad health had necessitated a leave of absence from the NBC, death was unexpected. He is survived by a widow and a sister.

William M. Meese

WILLIAM M. MEESE, vice-president of Western Electric Co. and manager of its Point Breeze Works in Baltimore, died March 26 from a heart ailment. He was born in Michigan City, Ind., in 1883 and in 1905 entered the employ of Western Electric. He has been a vice-president since 1928.



WIBW, pioneer Topeka station, on April 2 dedicates its new $70,000 transmitting plant for regular service. The building, constructed of brick and structural cement, houses a new 5,000 watt Western Electric transmitter, a shortwave pick-up station for mobile unit broadcasts, offices, garages, and additional space for transmitter expansion. Some 500 feet from the building is the 445-ft. vertical, tubular type antenna erected by John E. Lingo & Son Co. of Camden. The plant is located seven miles from the center of Topeka and is described by Karl Troeglen, WIBW chief engineer, as incorporating latest engineering developments. The $70,000 plant is one of a number of modernizations of WIBW brought about by Ben Ludy, who became general manager of the station Jan. 1, 1938.

ERPI Hollywood Changes

GEORGE C. PRATT, vice-president of Electrical Research Products, Hollywood, retires from that firm April 1 after more than 32 years with A T & T subsidiaries. Before going to the West Coast eight years ago as head of ERPI activities, Mr. Pratt was vice-president and general counsel of Western Electric Co., New York. Upon his retirement, he will enter private law practice in Los Angeles. Clifford W. Smith, formerly with A T & T subsidiaries in London and Paris and recently foreign manager of ERPI, succeeds Mr. Pratt. He has been in Hollywood for several months as general manager.

NOMINATIONS of candidates in United States and Canada for the third annual Amateur Radio Award, given by William S. Paley, president of CBS, have been completed and are being compiled in a brochure to be sent to members of the board of award, who will announce the winner in mid-May.

WALTER R. WILLIAMS, radio test assistant in General Electric's Schenectady plant who has designed and developed devices for testing radio transmitters, has been awarded GE's Charles A. Coffin Foundation Award for outstanding contributions to the electrical science.

WUP UP UP

That's business conditions in Wyoming Valley.

WBRE, Wilkes-Barre, broadcasts from the center of this, the Anthracite Empire, which includes a buyable population of 500,000 in primary area.

Your advertising budget should include WBRE for increased sales and distribution — ask your local dealers and representatives.

Basic NBC Red and Blue

WILKES-BARRE
in the heart of the Anthracite
PENNSYLVANIA

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Equipment

W3XIR, ultrahigh frequency adjunct of WCAU, Philadelphia, has installed a new antenna under supervision of John G. Leitch, WCAU technical supervisor. In addition, a special studio for W3XAU has been completed on the fourth floor of the WCAU Bldg. for all shortwave broadcast originations, and sound tables are to be installed in two extra studios of WCAU to handle extra sound effects on dramatic programs.

CANADIAN Marconi has delivered and is installing the new 10,000-watt transmitter for VONF, new Government broadcasting station now under construction at Mt. Pearl, Newfoundland. It will operate on 640 kc.

RCA MFG. Co., Camden, N. J., has published new catalogues covering its new 76-B Consolette speech input system and its 94-D monitoring amplifier.

A RECORDING identifying sources of radio noises that cause interference with reception has been produced by the Filterette Division of Tobe Deutschmann Corp., Canton, Mass., primarily for radio dealers. The transcription demonstrates just what causes disturbing sounds which interfere with or totally blot out reception, and is accompanied by a noise manual which describes individual characteristics of each noise. On the reverse side of the 12-inch, 78-rpm recording is a five-minute talk by Mr. Deutschmann, which is described as entirely noncommercial.

CONSTRUCTION began in latter March on the new WENY, Elmira, N. Y., which will install an RCA 250-D transmitter and a 425-foot half-wave Blaw-Knox radiator. It is expected to be ready by July 1. Morris Clark, of WHEC, Rochester, is in charge of the technical construction, with Dale Taylor, manager of WESG, Elmira, directing the studio work. Both WESG and WENY will be operated by the Gannett Newspapers from the same studios.

RALPH R. BRUNTON, general manager of KJBS, San Francisco, and KQW, San Jose, Cal., recently announced that the site for the new transmitter for KQW has been picked near Alviso, marshy district at the southern end of San Francisco Bay. Construction will start in two months. He stated the tower will be semi-directional, to point toward San Francisco and the Santa Clara and Salinas Valleys.

KFVD, Los Angeles, whose transmitter tower was leveled by the storm that swept Southern California in mid-February, is erecting a new 250 foot Blaw-Knox shunt-excited self-supporting vertical radiator in Culver City, Cal. Jack Smithson, chief engineer, is supervising erection. Station is operating on a temporary antenna. WFMJ, Youngstown, Ohio, has purchased an RCA 250-D transmitter.

The Truth Will Out!

• More national business all the time shows how the word is getting around! The WGES foreign-language audience comprises no less than 2/3 of all Chicagoans. You're just skimming the surface without the showmanly foreign-language programs of . . . . .

WGES

In The Heart of Chicago

RCA's Three-Way Mike

A NEW three-way microphone designed for general use, which can be employed as uni-directional, bi-directional or non-directional by the flip of a switch, was announced March 21 by RCA Mfg. Co. Designated Model 77-C, the microphone is equipped with a switch at the base which instantly changes its performance characteristics. Measuring 2½x8½ inches, the microphone is small in size and weighs two pounds. Its directional characteristics are said to be uniform at all frequencies, an advantage which has come to be accepted as exclusive with velocity-type makes. It has a uniform frequency response from 40 to 10,000 cycles and in spite of its size and weight it has a high order of sensitivity (-62 db for a 10 bar signal), which has been achieved through new structure design and use of new magnet material.

Lehigh Radiator Ordered By WCCO, Minneapolis

WCCO, Minneapolis, has ordered a new 640-ft. vertical radiator, of guyed construction and uniform cross-section design, from Lehigh Structural Steel Co., New York. It is the fifth of a series of guyed vertical radiators which have been installed for CBS, the others being at WABC, WBT, WBBM and KNX. Construction of the WCCO radiator will begin about May 1 with completion expected before the end of the month. Triangular in shape, the new radiator will be of welded construction with a dead weight of about 125,000 lbs. It has been designed and installed for 500 kw. operation.

Designs for the antenna were prepared under direction of G. Stanley McAllister, director of construction and building operations of CBS. Local installation at Minneapolis will be under the supervision of Hugh S. McCartney, WCCO chief engineer.

ALLEN B. DuMONT Laboratories Inc., Passaic, N. J., recently authorized by the FCC to erect an experimental television station, reports that it will be prepared shortly to demonstrate its own television system in comparison with that following the RMA standards. The DuMont system, it is claimed, eliminates the need for sweep circuits at the receiving end and concentrates all scanning mechanism at the transmitter.

"Hello, Tom McDermott" (N. W. Ayer & Son Inc.)

Did You say MARKET?

Well — take Montana. Big as all outdoors — around 700,000 people. But rich Peoriarea has 605,000 people in a compact block of counties in the heart of Illinois — reached effectively by ONE radio station — WMBD.

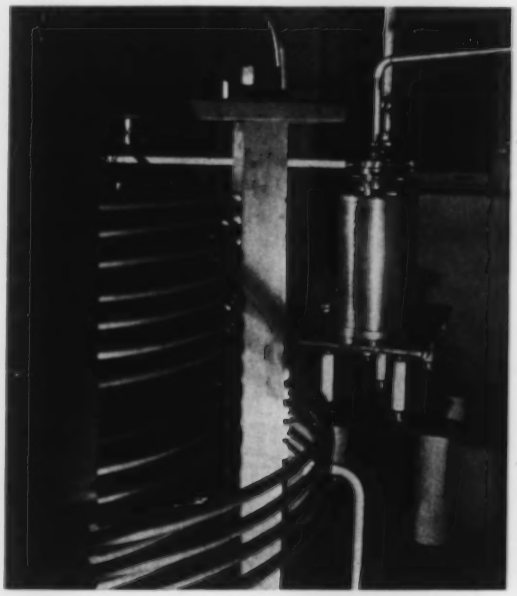
Free & Peters, Inc. Nat. Reps.

WMBD PEORIA

MEMBER CBS NETWORK

"LAPP GAS FILLED CONDENSER IN SERVICE EIGHT MONTHS . . . no sign of trouble," says JOHN LONG, WHAM

John J. Long, Jr., has been with WHAM, Rochester, 11½ years, during the last 9½ of which he has served as Technical Supervisor. Previous to his WHAM connection, Long spent two years, 1925 to 1927, with WJZ at Boundbrook, N. J., where he participated in extensive pioneering work on 50 KW transmitters.



"Our Western Electric 306A 50 KW transmitter is coupled to a shunt-excited antenna by means of two Lapp gas-filled condensers, variable type, 400 to 1000 mmf. rating, connected in series. During the first few months we did considerable experimenting with this new type feed, involving frequent tuning adjustments on the condensers. Although the first of our Lapp condensers has now been in service eight months, it shows no signs of losing pressure. We particularly like the construction which enables us to vary the condenser setting while full power is going through it—and the fact that no number of adjustments seems to affect the gas pressure.

We find the adjustment of our circuits is facilitated by the fineness of variable control and constancy of capacity under varying ambient temperatures. The Lapp gas-filled condenser is an efficient, workmanlike job, easy to handle, easy to install, and strictly worry-free. We're 100% pleased!"

Lapp gas-filled condensers are available in a wide range of sizes, of fixed, adjustable and variable capacitance, in three voltage ratings, and capacitance ratings 100 to 2000 mmf. Write for complete descriptive data.

LAPP INSULATOR CO., INC., LEROY, N. Y.

Bill Directed at WOW Is Killed by Committee

THE KLAVER bill, designed to prevent insurance companies from using policyholders' funds to establish or maintain broadcasting facilities, and aimed at WOW, was killed by unanimous vote of the Nebraska Banking, Insurance & Commerce Committee after brief discussion March 21. Its author, Sam Klaver, erstwhile applicant for a station in Omaha, was denied a license for a 100-watt station last fall, at which time WOW opposed the grant. WOW is owned by Woodmen of the World, fraternal and insurance organization.

Considerable controversy developed with the introduction of the bill because of the effect it would have had on WOW's ownership and operation. The fact that the Committee unanimously rejected the measure indicated that it had never been given serious consideration.

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

Radio AND Education

A 236-PAGE book, *Parents on Trial*, compiled and published by the Works Progress Administration under supervision of the Los Angeles County Probation Department, has been released for a limited distribution. It is a compilation of 15 scripts taken from the weekly half-hour NBC-Pacific Red network series, by the same title, written by John Boylan, KFI-KECA, Los Angeles, continuity writer. Foreword is by Mrs. James K. Lytle, president, California Congress of Parents and Teachers, sponsors of the series. Book is being presented to outstanding educators and parent-teacher groups throughout the nation in behalf of the battle against juvenile delinquency.

DEMONSTRATION by 32 Washburn High School students of radio workshop activity and a symposium on the value of such activities in high schools featured a meeting of the Minneapolis English Teachers' Club March 15. The symposium, presided over by Miss Prudence Cutright, presented discussions by Maybelle Boyson, Madeline Long, Wanda Orton, Laura Henry, Helen Fish, Selma Blessin, and Francis Drake, with Max Karl of WCCO and Thomas Rishworth of KSTP also participating.

HIGHLIGHTING the careers and successes of great figures of science, WFIL, Philadelphia, has started the new weekly half-hour dramatic series, *Pioneers of Science*, presented with the cooperation and approval of both the Philadelphia public school system and parochial schools. Scripts are adapted and supervised by Joseph Lewis, Federal Theater director in Philadelphia, and cast is composed of members of the University of Pennsylvania Radio Players.

RADIO is a daily service to the classrooms of Cleveland's public schools, first to take advantage of the 25 high frequencies set aside for educational broadcasting by the FCC last year. Schools have been equipped with specially built u.h.f. receivers (note the one next to teacher) to pick up the schedules of WBOE, licensed to operate with 500 watts on 41500 kc. and directed by William B. Levenson. The U. S. Office of Education has just issued a report on the use of these educational frequencies exclusively by schools, and copies are available from its Washington offices. The only other license in this category thus far issued covers WCNY of New York Board of Education, 500 watts on 41100 kc.

MINUTES of the Second School Broadcast Conference, held in Chicago last December, are now available for 25 cents, according to Harold W. Kent, director of Chicago's Radio Council. Included are transcripts of talks by Sterling Fisher, CBS educational director; William D. Boutwell, director of the Federal Radio Project; T. D. Rishworth, educational director of KSTP, St. Paul.

STUDENTS of Texas College of Mines recently operated KTSM, El Paso, for a day, announcing all programs, writing copy, editing news, operating controls, presenting dramatic and musical programs, and making service calls. The day, billed as *College of Mines Day on KTSM*, concluded with a one-hour remote from the lobby of Hotel Paso del Norte. A special edition of the student publication, "The Prospector", showing pictures of the students at work in the studio, was mailed to listeners on request. KTSM plans to broadcast a monthly assembly from the college and to make *College Day* an annual event.

FACULTY and students of the New Jersey State Teachers College, Jersey City, are presenting a new educational series of programs every Sunday afternoon on WHOM, Jersey City, under the direction of Dr. Roy L. Shaffer, president of the college.

GLIMPSES into the habits, lives and backgrounds of foreign lands are given in the new *Magic Carpet* educational series on WBRY, Waterbury, Conn.

HARDING COLLEGE, Searcy, Ark., will offer classes in radio technique in the 1939 summer session curriculum, it has been announced. T. Reginald Boley, English instructor of Paschall High School, Fort Worth, Texas, and a student of Ben H. Darrow, education director of WBEN, Buffalo, N. Y., will teach education by radio at the college.

HIGH SCHOOL students appear on *The Student Speaks*, broadcast thrice-weekly by WTMJ, Milwaukee, with Bob Heiss as interviewer. The interviews are recorded and played back after school hours. Pencils with call letters are given guests, with a pencil set to those passing examinations.

BBC Video Expert

DONALD HUNTER MUNRO, BBC's television productions manager, will come to America within the next few weeks to spend a month as consultant on CBS television broadcasting, assisting Gilbert Seldes, CBS director of experimental television programs. His trip here is considered as a "courtesy loan" from BBC to CBS. Mr. Munro joined BBC as an announcer in 1926 after technical training at Edinburgh University, and was appointed productions manager when the BBC inaugurated its television service.

Big radio responses usually come on items of unusual intrinsic value. And intrinsic value is one thing of which the *Corntussel News* is practically devoid.

It's a burlesqued country paper printed spasmodically in connection with "Corntussel News," a burlesqued news broadcast, sponsored by a large midwestern bakery. It is produced by WMT and fed to four other stations. On the last offer WMT alone pulled 11,952 responses.

That response confirms what many advertisers already know—that WMT does an effective selling job to 747,569 radio homes in Iowa and western Illinois. Economically, too, with rates that figure as low as 3 cents per thousand families.

Ask us how. Drop us a line, or call your nearest Katz office.

*And, of course, you can buy WMT in combination with WNAX and KSO or KRNT at an exceptionally low rate.

WMT Cedar Rapids-Waterloo • 600 Kilocycles
NBC Blue-MBS • 5000 Watts L.S. • 1000 Watts Night
Represented by THE KATZ AGENCY
69,000 Square Miles of the RICHEST PART of the MIDWEST

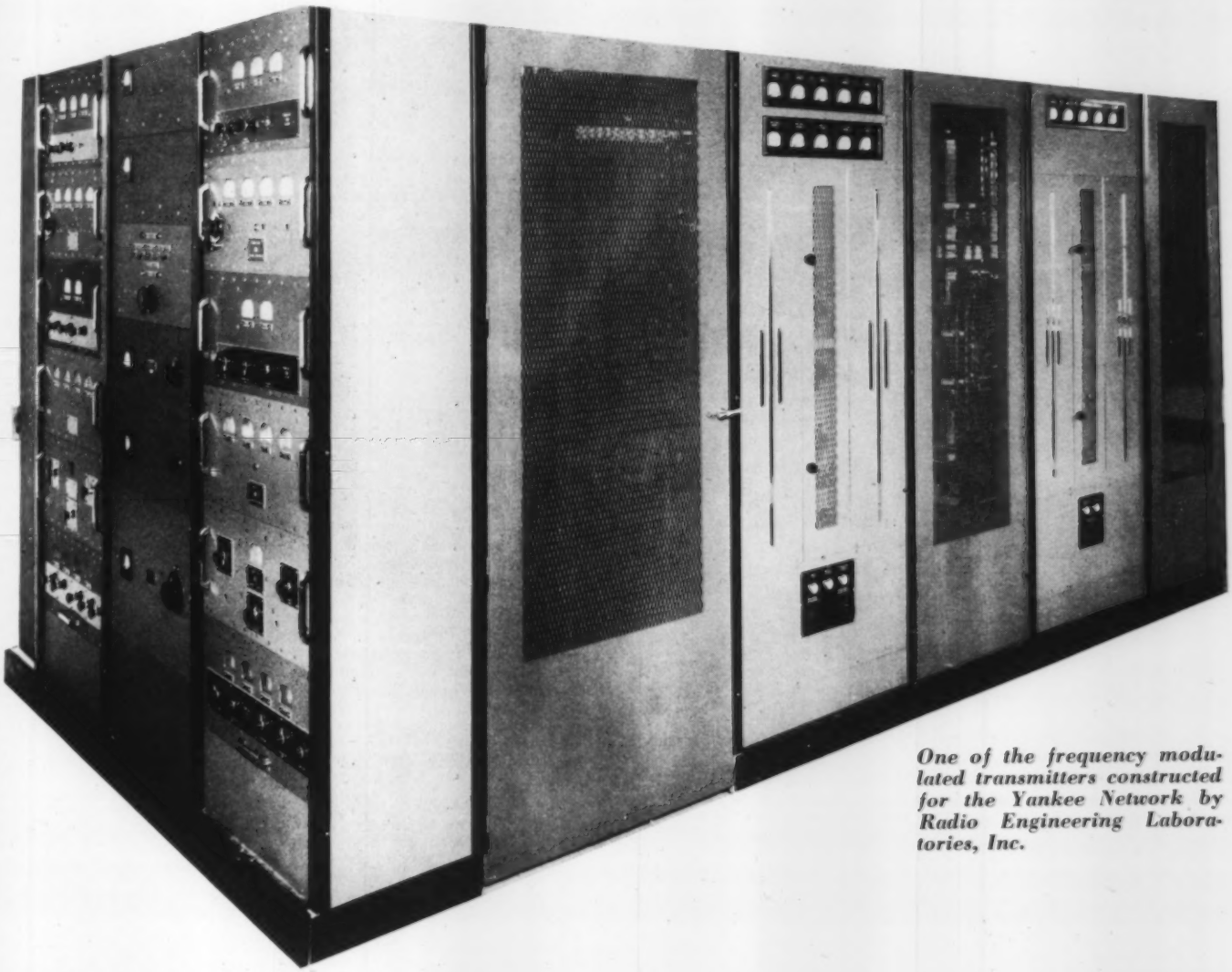
SERVING THE WORLD'S GREATEST OIL AND GAS PRODUCING AREA

In one of the nation's richest markets. Over 1,500,000 people in the wealthy Shreveport Trade Area . . . People who have money and spend it!

KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
REPRESENTED BY THE BRANHAM CO.
SHREVEPORT • LA •

FREQUENCY MODULATION

"ARMSTRONG SYSTEM"



One of the frequency modulated transmitters constructed for the Yankee Network by Radio Engineering Laboratories, Inc.

For three years REL has built component units for pioneer Frequency Modulated Stations, W2AG, Yonkers, N. Y. and W2XMN, Alpine, N. J.

REL

We are supplying complete transmitters for the new system and invite inspection of our laboratories and plant.

RADIO ENGINEERING LABORATORIES, Inc.

LONG ISLAND CITY, NEW YORK

U. S. Propaganda Station Opposed by Civic Class

OPERATION of a Government station to broadcast the United States viewpoint to South American nations was opposed by the Civics Club of St. Albans School for Boys, Washington, in voting on a mythical bill to promote friendly relations with nations to the south. The class devoted several meetings to the bill, concentrating on the radio portion, and heard a number of Government officials and spokesmen for Latin nations.

The vote against the proposed U. S. station followed statements that present European broadcasts to South America are proving ineffective because they are so charged with bias and propaganda, and that operation of a Federal station would be the opening wedge to a state-controlled broadcast system as well as a menace to free institutions. The Civics Club is composed of boys in the late 'teens and is directed by Harold Hinton, of the *New York Times* Washington staff.

TELEVISION demonstration was held at Bloomingdale's Department Store, New York, March 28 during which images of 15 models wearing Easter millinery were transmitted from a central studio in the store to four kinet screens, two in the street display windows and two on the third floor. Complete television equipment, known as "tele-sale", was installed by the American Television Co., which, if this test demonstration proves successful, plans to install similar equipment in other stores in the country.

Treaty Allocations by Spring

(Continued from Page 13)

will be made available when the United States formally sends to Cuba, as the host nation, its list of present assignments and proposed assignments of stations throughout the broadcast band.

At that time also the FCC will make public a "show cause" order, under which stations which feel they are hurt can file protests within a 30-day period. Those that protest would be entitled to hearings, though it is likely the FCC will attempt to iron out discrepancies by the conference method since the purpose of the allocation generally is to improve the operating facilities of stations wherever possible.

In promulgating Part II of its report on new rules and regulations, the committee, which comprised Commissioners Case, chairman, Craven, vice-chairman, and Payne, followed through on its preliminary report explaining its recommendations made public Jan. 18 [BROADCASTING, Feb. 1].

Little general opposition has developed on the recommendations, though protests are expected in perhaps a dozen or two cases against specific assignments and against certain provisions of the proposed new rules. For example, the recommended 50,000-watt ceiling on power, which restates the existing rule, will draw the fire of superpower advocates. Moreover, such stations as WOR and WCAU, which made special pleas at the hearings on the rules last June for exclusive rather than duplicated assignments, probably will reiterate their protests.

The FCC Law Department, it is understood, takes the position that stations which feel they have been aggrieved by the proposed shifts actually would have no legal basis on which to appeal to the courts and block the reallocation by injunction or stay order. Although there has been no sign of this contingency, it is entirely possible that a test case may develop.

Channel Provisions

Clear channels, which along with superpower constituted the most controversial phase of the hearings on the new rules, are not retained as such under the treaty. The rules specify that 25 channels will be used for exclusive use of stations of power of 50,000 watts, which in effect makes them clear channels, with 19 others formerly clear or high-power regionals for duplicated operation. All such channels, however, will be known as Class I rather than Class I-A (clear) and I-B (duplicated) as originally planned. This change was made because of the protests of certain stations which would be in the duplicated category on the ground that they would be stigmatized competitively.

Provision is made for horizontal increases in power for regional stations from 1,000 to 5,000 watts at night and for local stations from 100 to 250 watts at night where engineeringly and economically feasible. Each increase, however, under the procedure, will be considered on its own individual merits which does not necessarily mean a hearing but does entail separate consideration.

"Censorship" Out

Whereas the rules and accompanying engineering standards specify the degree of interference-free coverage of stations in each of the six categories, they provide for flexibility insofar as protection is concerned for regional stations located in areas of scattered population. Such stations would be given greater protection than that specified to enable them to cover the normal markets.

Two controversial provisions contained in the proposed rules which served as the basis for the June hearings were knocked out by the three-man committee. One, reportedly espoused by Commissioner Payne, would have permitted the Commission to require particular types of cultural programs as a condition precedent to procuring a license or an increase in facilities. It was deleted as bordering on censorship.

The other rule proposed that an applicant for a local station must be a resident in and familiar with the needs of the community and was aimed at "absolute ownership" of local stations. The committee recommended its deletion on the ground that it discriminated against one particular class of station licensee.

Antipodes Radio Chief Studies American Radio

COLIN G. SCRIMGEOUR, controller of National Commercial Broadcasting Service of New Zealand, owned and operated by the Government but which operates the country's four commercial stations, arrived in San Francisco March 23 to make a survey of American radio. Many American features, primarily transcriptions, already have been successfully introduced in the Antipodes.

He explained that New Zealand radio has progressed rapidly since its inauguration in 1927 with non-commercial service. In 1936, Mr. Scrimgeour was appointed by Prime Minister M. J. Savage to introduce commercial radio and within a year four 1,000 watt stations were placed in operation. Listeners pay a license fee of $6 annually for both commercial and non-commercial services. New stations are being developed inland at main centers of population and political and liquor advertising is barred but otherwise commercial broadcasting in the Antipodes has a free run. Controller Scrimgeour's mission is to study American and Canadian broadcasting developments with a view toward adoption of desirable features for introduction in New Zealand prior to opening of the Centenary Celebrations toward the close of 1939.

BBB Conference

MORE THAN 90 trade associations, consumer organizations, educational institutions and government groups in the United States and Canada have accepted invitations from the National Assn. of Better Business Bureaus to cooperate in the Business-Consumer Relations Conference on Advertising and Selling Practices to be held in Buffalo, N. Y., June 5-6, according to John N. Garver Jr., chairman. An advisory council, with representatives from business, consumer, educational and government groups, is to be formed.

Ad Tax in France

FRANCE has invoked a supplementary tax of 20% of gross receipts on broadcast advertising in the French language, according to advices from the International Broadcasting Union at Geneva. The new law was invoked Feb. 9. In the same action, the tax rate was increased to 65% of receipts for advertising in foreign languages, of which 17% goes for the benefit of the Posts and Telegraph budget of the Government. The law applies to all private broadcast stations in the country.

HIGHLIGHTS

on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives

U. S. A.—WEED & CO.

Canada: ALL CANADA RADIO FACILITIES, LTD.

Those Days are Gone Forever
THANKS TO RADIO

"KANSAS CITY STOCK YARD PRICES-12 NOON TODAY-HOGS"

RADIO has taken a lot of the guessing out of farming.

In years gone by farmers had to take a good many chances besides those imposed on them by nature's vagaries. They often shipped grain or stock at the wrong time. Or they shipped to the wrong market.

Now radio keeps them informed. NBC market news broadcasts bring instant information as to spot prices in various markets. The farmer can ship to the most advantageous place. He is familiar with price trends.

Yes, and in addition, NBC broadcasts help farmers in many other ways. For instance, there are frequent reports on the weather and temperature. Truly the days are gone forever when the farmer was isolated from the rest of the world. Other NBC broadcasts that help farmers are part of NBC public services. They contribute definitely to the welfare of farmers, and through them of the whole nation. Outstanding among all radio services to the farmer is the National Farm and Home Hour, now in its eleventh year on the air.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A SERVICE OF THE RADIO CORPORATION OF AMERICA

Transradio Plans Facsimile Hookup

Moore Says Capital Available To Start in Six Months

GREAT interest has been evinced in the plans for a chain of facsimile newspapers now being developed by Transradio Press Service, according to Transradio President Herbert S. Moore, who said that for the past several weeks he has received an average of 50 inquiries a day about the proposed service. Many of these have come from broadcasters, he said, who are now subscribing to his organization's news service and are interested in this new field.

Essence of the plan is to provide a low-cost publishing service through the transmission of complete newspapers by radio and wire facsimile from a central bureau to the local newspaper plants. Here the papers will be rebroadcast by facsimile to rural and suburban subscribers and run off in quantity via some inexpensive form of offset printing for carrier and newsstand distribution to the urban population. Plan provides for the insertion of local news at each plant, Mr. Moore explained.

May Start in Six Months

Papers will be standard tabloid size, he said, probably five columns wide, and will contain a great number of pictures as well as the complete news of the day. The news, he continued, will be handled in the same style now used by Transradio for its radio service, tests having shown this style of news treatment is equally effective for reception by either eye or ear. With capital already available for plants in some 25 cities, he expects to launch the facsimile chain within six months.

Mr. Moore believes a newspaper of this type can flourish in cities of 5,000 to 10,000 pipulation and in many instances take the place of country weeklies. Stating there are at least 200 communities in which such a newspaper can logically expect success, Mr. Moore hopes his plan will reverse the present trend of shut-downs and consolidations and result in more rather than fewer newspapers.

Video Sets on Market

FIRST licensed television sets to be put on sale in the United States are the Andrea receivers which in latter March were distributed to a number of radio and department stores, M. L. Sleeper, advertising manager of the Andrea Radio Corp., told members of the New York chapter, Radio Servicemen of America, on March 27. Sets are available in both assembled and kit form, he said, with a $50 differential in price. A table model television receiver with a 5-inch cathode ray viewing tube retails at $189.50, including both sight and sound for television programs broadcast by either NBC or CBS. A console model, with a 12-inch viewing tube and including the broadcast band as well as seven television channels, retails at $450. There will be no reduction in the price of television sets comparable to that in sound receivers, he said, pointing out that most of the parts used in constructing television receivers are also used in sound receivers.

KDKA'S NEW transmitter will be housed in this New England Colonial residence-type building, within 8½ miles of downtown Pittsburgh, under plans of Westinghouse to be started within a month. The removal of the 50 kw. transmitter, together with a 718-foot steel tower antenna, is scheduled for completion before the end of 1939. Walter C. Evans, manager of Westinghouse's radio division, said more powerful reception for Pittsburgh's metropolitan area will result from the shift from Saxonburg—the third since KDKA flashed its first regular voice broadcast from the roof of the Westinghouse building in East Pittsburgh Nov. 2, 1920. The tower antenna, said to be the world's highest welded structure, already in use at Saxonburg, will be dismantled and re-erected on the new site, and during the transfer KDKA will utilize an emergency antenna. New equipment will include a longwave transmitter and one shortwave unit, to replace four units of international station W8XK, which carries the programs of KDKA all over the world.

Paramount Still Silent On Plans for Television Activities in Hollywood

REPORTS that Paramount Pictures Inc., is planning to erect a television transmitter in Hollywood this year brought neither denial nor affirmation, but simply "I don't know" from studio executives in that city. The film company recently announced it planned to "cash in" on the public's interest in television and merchandise its products through television trailers, using the new DuMont transmitter now being tested at Montclair, N. J.

The report that Paramount would also make Hollywood a television broadcasting center was said to have originated in New York when Homer Tasker, sound engineer of the film studio, arrived in the latter city in late March from the West Coast. Search for a Hollywood transmitter site is said to be under way, and Paramount, if granted an FCC permit, would televise live film talent.

Paramount executives are said to be "thoroughly sold" on the future of television, the firm being financially interested in the DuMont Laboratories. Announcement was recently made that the film studio would enter the television broadcasting field in the east and expand nationally as new transmitters were erected [BROADCASTING, March 15]. Scheduled arrival in Hollywood in early April of Barney Balaban, Paramount president, Stanton Griffis, executive committee chairman, who made the original disclosure of the studio's television plans some weeks ago, and Neil Agnew, vice-president in charge of sales, add weight to the supposed interest of the company in Hollywood television operations.

RESOLUTION demanding that New York City discontinue its municipal station, WNYC, was introduced at a meeting of the Board of Estimates on March 18 by Borough President James J. Lyons of the Bronx, who characterized the station as "an absolute waste and luxury."

NEWSREEL THEATRE BUILT FOR VIDEO

NEGOTIATIONS were consummated in San Francisco in March which will bring a new newsreel theater, and ultimately, the first commercial television plant to the Bay City. The real estate deal involves a million dollar transaction. Wall Street money is assertedly behind the new enterprise, with such figures as Paul Warburg, banker, and Angier Biddle Duke reported as backers.

A Market St. building will undergo a complete internal and external reconstruction. The Pacific Newsreel Co., subsidiary of a large New York firm, signed a long-term lease for the property.

The theater will be so constructed and wired that it can be transformed into a television theater at any time. The present plans call for future conversion into a television receiving plant. According to reports received in San Francisco, the New York firm owning the local company is planning to install similar units in 14 other major cities throughout the country.

ACA Signs WHOM

AMERICAN Communications Assn., CIO union has signed a contract with the management of WHOM, Jersey City, covering the seven technicians employed by the station. Contract goes into effect July 1 and runs until Oct. 1, 1940. Including the usual provisions for a closed shop, union hiring and firing, 40-hour five-day week, sick leave vacations and holidays with pay, the contract also calls for a $5 increase on Oct. 1 and another $5 raise on April 1, 1940, for all engineers.

EXACTLY 648 vacuum tubes, nearly seven times as many as are required for most broadcasting stations, will be needed to operate General Electric's new television plant now under construction at Schenectady with transmitter atop the Helderberg Hills 12 miles away, according to C. A. Priest, GE engineer.

Television Transmission On Standard Broadcast Frequencies Is Claimed

ANNOUNCEMENT of technical developments which will enable the broadcasting of television signals on the frequencies now employed for sound broadcasting has been made by Wald Radio & Television Laboratories, New York. Patents owned by the company, it is claimed, will permit the transmission of video signals by any present broadcasting station through a simple, inexpensive addition to the transmitter. Similarly they will enable the public to receive the broadcast pictures through attachments easily installed in their sound receivers, it is claimed.

Robert Robins, secretary of the company, which will manufacture, distribute and license the use of equipment based on its patents, explained that through the Wald system an image signal is "tied on sound wave like a jockey on a horse." As many television stations as there are now sound broadcasting stations can operate under this system, he said, as the present 10 kc. separation is sufficient for this type of telecasting.

Said To Obviate Relays

The company also claims a means of transmitting on "mixed frequencies" that will permit transmission of visual programs over hundreds of miles without the need for costly relay stations. Another Wald patent covers simultaneous transmission and reception of sound and sight over a single channel, Mr. Robins said, adding that his company has put NBC on infringement notice against making unauthorized use of this principle.

Negotiations are now under way to install Wald equipment in a standard broadcasting station so the company may demonstrate its methods to the industry and the public, according to Mr. Robins.

Company was incorporated at Albany recently, with George Wald as president; Robert Robins, secretary and treasurer; Ralph Vatner, vice-president and general counsel. Wald Radio & Television Laboratories is a closed corporation and will not make any public issue of capital stock, according to the announcement, which adds that the concern will also engage in the broadcast of non-commercial television programs. Offices are at 1501 Broadway, New York.

Josephine Porter

MISS Josephine Beardsley Porter, secretary to Gilbert Seldes, CBS director of television programs, died on March 28, following an operation. At one time a reporter for the *Brooklyn Eagle*, Miss Porter had been secretary to Heinnen Morris, U. S. Ambassador to Belgium, before joining Mr. Seldes about three years ago.

Albert R. Marchal

ALBERT R. MARCHAL, traffic manager of WADC, Akron, since 1933, died suddenly Feb. 3 from a heart ailment. A sports enthusiast, Mr. Marchal formerly was a star school athlete, and was responsible for bringing many famous sport personalities to WADC microphones. His brother is Edwin A. Marchal, sales manager of the station.

Disaster Coverage

WHEN the huge Boeing Stratoliner crashed some twenty miles south of Tacoma in March, killing its 10 passengers, KVI, Tacoma, was quick to act. Realizing the anxiety with which Northwest listeners would await authoritative information on the disaster, KVI Program Director Wade Thompson, Chief Engineer Jim Wallace and Announcer Norm Runions grabbed their portable shortwave transmitter and hurried to the scene. Equipment was set up and a broadcast aired, bringing a picture of the scene, accounts of the tragedy by eyewitnesses and a list of passengers, the first to be released.

Items of All Sorts

INCLUDING everything from a pet skunk to Government pay checks, the *Lost & Found Forum*, daily five-minute feature on KANS, Wichita, Kan., listed over 200 lost and found items reported during February. The items are phoned to KANS and broadcast on the 9:55-10 a. m. program as a free service for listeners. The 200 items reported during February represented 72 different types of articles.

Krautters Joins WCKY

E. C. (Jimmy) KRAUTTERS joins WCKY, Cincinnati, April 1 as sales promotion manager, according to an announcement March 29 by L. B. Wilson, president and general manager. Mr. Krautters resigned March 1 as assistant general sales manager of WLW and was head of the continuity department for 10 years before transferring to sales. The appointment is in line with staff additions being made by WCKY in connection with its impending 50,000-watt operation.

WSB, Atlanta, in mid-March celebrated its 17th anniversary. It was the first station in the South and the second newspaper-owned station in the country. Credit for its growth is given to Lambdin Kay, its first and only manager.

Ideal Announcers

AFTER examining 1,500 announcers in the last two years, the CBC, according to General Manager Gladstone Murray, found only four ideal announcers. Only one of these announces in English—Charles Jennings of Toronto, a veteran Canadian announcer who has been on the air for nearly 12 years. The other three were French-Canadian announcers, Fernand Leclerc, Jacques Desbaillets and Gerard Arthur, all of Montreal. The CBC wanted announcers who had the warmth and life of American announcers without the high-pressure feature and without the "atmosphere of inevitable tragedy in every news bulletin", who had the calm and detachment of good British announcers without the Olympian air.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

WANTED: experienced, reliable, sober salesman with ideas and merchandising ability. If you will work and produce, have good proposition, commission, drawing account. Send references. Network station in South. Good future. Man or woman. Box A311, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

Situations Wanted

Copywriter—8 years radio—turns out excellent work fast—desires change. Midwest only. Box A298, BROADCASTING.

Radio Time Salesman with East agency contacts seeks connection with radio station or representative. Have contacted N. Y., New England and Philadelphia agencies for the past 12 years. Associated with nationally known radio station representative for past 6 years. Background: University, newspaper adv., radio station and representative, 36, married, Protestant. Box A315, BROADCASTING.

Production. Programming. Continuity. College Grad. 4 years experience. Network training. References. Anywhere. Box A314, BROADCASTING.

Radio newscasts increasingly important. You've probably noticed you need combination editor-reporter, publicity, continuity writer. Years newspaper, also transradio experience. Box A293, BROADCASTING.

SPORTS announcer wants BASEBALL assignment. Handle studio utility, references, recordings available. Box A252, BROADCASTING.

INSTRUCTOR - ANNOUNCER: Teach announcing, dramatics, produce programs. Studio-complete announcerial duties. Box A288, BROADCASTING.

GENERAL MANAGERS: Capable assistant needs south or southwest location. Handle details—promotion—merchandising. Network, agency experience. Salary secondary. Dartmouth graduate, married, presently employed. Box A275, BROADCASTING.

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

Competent, capable, experienced engineer, ten years' experience, desires chief engineers position any station 5 Kilo. on down. Investigate. All replies held confidential. Box A285, BROADCASTING.

Hard hitting salesman, 31, married, good mixer, employed, desires better opportunity. Anywhere in Midwest. Box A299, BROADCASTING.

College Graduate, renewal Radio-telephone First Class License, desires position as Announcer-Operator. Available June 15. College dramatics experience. Single. 23. Box A300, BROADCASTING.

Experienced man who can originate, write, produce and announce rural, or other, radio programs, desires connection with commercial or educational station. Agricultural College Graduate. Box A301, BROADCASTING.

Situations Wanted (Cont'd.)

Announcer - Program Director, seven years experience. Best of references, recordings available. Reasonable salary. Box A297, BROADCASTING.

Experienced licensed operator available immediately. Now employed in kilowatt network station. Desires position with better future. Address Box A302, BROADCASTING.

Announcer — 3 years experience—married and industrious. Sports, newscasts, commercials. Voice recording. Box A304, BROADCASTING.

Experienced sales executive . . . six years all phases broadcasting. Position with future desired. Box A305, BROADCASTING.

PROGRAM DIRECTOR. Can build up programs of small station all local or medium size with available free time. Programs to attract listeners . . . musical . . . civic . . . stunts . . . special features . . . programs that will sell. Excellent references. Permanence and stability more important than large salary. Box A307, BROADCASTING.

Chief engineer desires change. Seven years experience—one year Chief Engineer at present position. Have copied Transradio for the past year. Virgil Sanderson, Radio Station WMSD, Sheffield, Alabama.

Experienced Announcer — Program Director. Musical, Dramatic and Technical background. Young. Married. Living wage necessary. Will go anywhere immediately. Overton Wilkinson, Box 65, Arroyo Grande, California.

Efficient Station Secretary — Program Director's Assistant—thoroughly trained in all types of station filing—Good copy and script writer—can announce and handle woman's program—trained in production —highest references—employed at present desires change. Box A309, BROADCASTING.

Announcer: with four years experience desires position with small progressive station preferably in Midwest. Voice recording available. Box A308, BROADCASTING.

SALESMAN-WRITER - ANNOUNCER-CORRESPONDENT 5000 watt, net station experience. Age 28. University education. Station, agency or other radio connection wanted. Knows advertising and sales promotion. Car. Single. Business experience. Box A312, BROADCASTING.

MANAGER OR COMMERCIAL MANAGER: Newspaper, theater, radio managerial experience. Qualifications excellent for station or commercial management. Can make investment. Box A313, BROADCASTING.

NEWS! Thoroughly experienced newscaster and commentator with good educational and travel background. Now employed, seeking better opportunity. Can also handle announcing, interviews commercial continuity, special feature programs, sales promotion. Box A306, BROADCASTING.

Wanted to Buy

Attention Station Managers—Want to buy time for street broadcast privilege selling advertising. Experienced. Box A303, BROADCASTING.

For Sale—Equipment

Presto Recording outfit, 16 inch turntables. Latest model. Excellent condition. Box A310, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

RCA — WORLD WIDE WIRELESS
FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

WHN, New York, has issued a new rate card, No. 7, effective March 31, which calls for a general increase in rates, ranging from a 12½% boost in basic rates to a 50% increase in the special rates for three or six programs weekly. In addition to volume discounts, new card also gives a 25% discount to bonafide retailers in the Metropolitan Area.

SECOND anniversary of the New London, Tex., school explosion was observed March 18 with memorial services on WBAP, Fort Worth, from the Pleasant Hill Methodist Church in New London. The program was relayed by WBAP's mobile shortwave unit to Overton, and then by telephone lines to Fort Worth. Gov. W. Lee O'Daniel, speaking from Austin, and four ministers were heard on the program.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.

WATL
ATLANTA

Studio Notes

CBS and BBC have arranged for a joint broadcast April 3 of the challenge rifle match between Great Britain's champion rifle squad, the Ledsbury and Brittanic House team of London, and the winner of the National Rifle Association's indoor championships held in Chicago March 31 to April 2. T. B. R. Woodrooffe, sports commentator for BBC, will cover the shooting of the British team in London, and Ken Ellington, CBS special events announcer from Chicago, will describe the American riflemen.

WHEN the *National Barn Dance* of WLS, Chicago, celebrated its seventh anniversary March 18, Mrs. Mary Petschinsky of Chicago was honored for her record of having attended both shows each Saturday night since 1932. With an admission charge of 75 cents, the *WLS Barn Dance* has been attended by 750,000 persons since March, 1932.

W3XAU, international shortwave station of WCAU, CBS outlet in Philadelphia, on March 26 increased its transmission schedule by five hours weekly, programs now being available to European listeners between the hours of 11:45 a. m. and 12:45 p. m. on 15,270 kc. The new schedule adds one hour daily to the former 12-hour schedule, which did not begin early enough for European listeners, according to the many requests received.

THREE new productions of WHK-WCLE, Cleveland, *Rhapsody for Quintet*, *Stringing Along*, and *WHK Kapers*, became regular MBS network features March 20, according to an announcement of Russell W. Richmond, WHK-WCLE program director.

(Not a composite photo. Taken from Mid-Continent Refinery, Tulsa).

The City Built On Oil!

Tulsa, Oklahoma, Oil Capital of the World, is a "Metropolitan Jewel of the West!" Every year in Tulsa 400 purchasing agents buy more than three hundred million dollars worth of equipment for the 546 oil companies and operators with headquarters here. Tulsa has 119 oil equipment manufacturers, 183 oil industry supply houses, agents representing 1,028 national manufacturers. 58th in population, Tulsa stands 28th in per capita income; pays 38% higher average weekly wage than national average.

Within a radius of 75 miles of Tulsa lies 28% of Oklahoma's area, 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. *Cover Oklahoma's Greatest Market with KVOO!*

KVOO
TULSA OIL CAPITAL OF THE WORLD

★

25,000 WATTS
BOTH N.B.C. NETWORKS

EDWARD PETRY AND COMPANY
National Representatives

KIT, Yakima, formally opened its new studios Feb. 12, entertaining 12,000 visitors. Occupying the entire second floor of a 50 x 140 foot building, the studios are completely air-conditioned, acoustically treated, and modern. The studio facilities are planned to take care of the largest orchestral and choral groups, as well as audience participation shows up to 150 persons.

WHEN CJRC, Winnipeg, observed its fifth anniversary late in February the windows of a store in the business section were converted into a studio. Sixty-six programs were broadcast from the window during a five-day period.

WKY, Oklahoma City, recently carried special programs from the National Inventors' Congress held in that city, broadcasting personal descriptions of the latest in gadgets, gimcracks and gew-gaws by the inventors themselves.

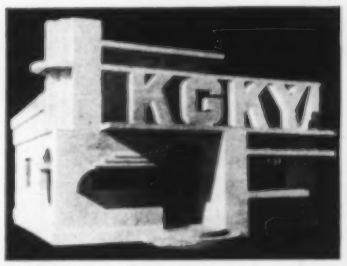
BOB EDGE, sportsman, writer and radio commentator, on March 16 started a weekly series of quarter-hour informal talks on CBS designed to bring hunting and fishing enthusiasts anecdotes, reminiscences and information on these two sports.

CARRYING ON its efforts to improve the spoken English of high school students, WGAR, Cleveland, is holding its fifth annual Senior High School Declamation Contest, open to all Cleveland high school students. Cooperating with WGAR, the magazine, "Better English", is furnishing the talks to be used by the participants. The contest, which has been conducted under supervision of Julius Glass since it started, embraces preliminary competitions in each high school, with winners meeting for broadcast contests on April 17 and 24.

PROBABLY for the first time in the history of radio and shipping, the two largest ships in the world, *Queen Mary* and *Normandie*, devoted their Sunday afternoon concert while at sea to the broadcast on March 26 of the *Metropolitan Auditions of the Air* program, heard on NBC-Blue under the sponsorship of the Sherwin-Williams Paint Co. They will also pick up the final presentation of the program for the season on April 2.

KINY, Juneau, Alaska, has requested permission of WMCA, New York, to use its sign-on and sign-off announcements as examples of "good diction in word phrasing" for KINY announcers. A recorded copy of the announcements was requested for use in the announcers' training course.

WBBM, Chicago, has started a new program slanted for the Midwest farm trade, called *Farm Journal*. Aired 6-7 a. m. six mornings weekly, the new series features farm news, stock reports, sports news and the music of *Pappy Cheshire's Hillbillies* piped from KMOX, St. Louis.



MODEL of the ultra-modern new transmitter house of KGKY, Scottsbluff, Neb., now under construction along with a new 165-foot Delco vertical radiator, under the direction of Chief Engineer Harlan A. Morrison.

MUTUAL network's promotion piece, "Story of a Rubber Band," received the award for distinctive merit for design of a complete booklet from the Art Directors Club at its 18th annual exhibit of advertising art, now on display in the Associated Press Bldg., New York. In addition to the award, MBS also received four honorable mentions. Two booklets, "Day in the Life of Ray D. O'Dollar" and "Study in Ups and Downs," were given honorable mention in the design for a complete booklet class, and two single advertisements, "Who Said Radio Is Expensive?" and "Adventures of Ray D. O'Dollar No. 4," in the design of a complete advertisement class. All of these pieces were prepared under the direction of Robert Schmod, MBS sales promotion director.

NBC Hollywood Athletic Assn., was organized in mid-March with Ben Gage, announcer, elected chairman. Other officers are Jack Creamer, vice-chairman; Jack Stewart, treasurer; Helen Wendt, secretary and Noel Corbett, publicity director. Group is organizing a softball tournament and will challenge CBS and various independent stations of southern California. First social event of the association was held at NBC Hollywood studios March 22 with more than 200 employes and their families attending.

WLS, Chicago, is furthering music education in 10,000 one-room rural schools in Illinois by promoting a rural school chorus to be heard at the State Fair this summer. In cooperation with Illinois U. and other agencies, WLS broadcasts songs to be used by the chorus as a part of its thrice-weekly *School Time* series.

AMERICAN Television Institute, Chicago, reports it will establish a research branch in Los Angeles, under the direction of Dr. Lee De Forest, head of Lee De Forest Laboratories.

UNITED PRESS has announced new subscribers since Dec. 20, 1938, as WJBO, Baton Rouge, La.; KTSW, Emporia, Kan.; WFBC, Greenville, S. C.; KGVO, Missoula, Mont.; WJLS, Beckley, W. Va.; WGNC, Gastonia, N. C.; WCMI, Ashland, Ky.; WLNH, Laconia, N. H.; WBNO, New Orleans, La.; KVOA, Tucson, Ariz.; WOOD-WASH, Grand Rapids, Mich.

WHOM, Jersey City, broadcast two special programs March 24, one to dedicate the new Lehigh 387-foot self-sustaining vertical radiator antenna the station has erected at the foot of Washington St. in Jersey City, and the other to mark the seventh anniversary in metropolitan New York radio of Paul F. Harron, president, and Joseph Lang, general manager, of WHOM.

WCFL, Chicago, has started *The Faculty Club*, a Sunday afternoon forum discussion of scientific subjects. Given under auspices of the local Armour Institute of Technology, the series features faculty members talking on current scientific problems.

WDWS, Champaign, Ill., has started a weekly half-hour series called *At the Rostrum*, featuring faculty members of Illinois U. in an unrehearsed discussion of current political and economic problems.

Fortune Surveys Video Economics

Says $13,000,000 Has Been Poured Into Development

TELEVISION, now making ready for its public bow coincident with the New York World's Fair starting April 30, is characterized as a "big baby" which for the last five years "has absorbed the nourishment of at least $13,000,000 in this country alone," in the first of two articles on the history, science and economics of the visual broadcasting art published in the April issue of *Fortune* magazine.

The $13,000,000 is an estimate of expenditures in research and development so far on electronic systems only. The article reckons RCA's contribution as between $5,000,000 and $10,000,000; CBS' at nearly $2,000,000, of which some $650,000 went to RCA for a transmitter; Farnsworth's at $1,000,000; General Electric's at $2,000,000.

Volume Needed

"In a sense, of course," *Fortune* states, "television is all research and the introduction of regular broadcasts and receivers for the home merely means a period of public testing. From any point of view, the art has yet to become a commercial reality, and even though at least a dozen manufacturers will this year be selling television receivers it is still true that television cannot be profitable until it becomes a volume business. To make money, the broadcasting stations and the set manufacturers must lift each other by the bootstraps. There will be no advertisers to foot program bills [although many have offered to sponsor first programs for the publicity value] until the public is supplied with sets, and the only certain way of selling sets is to increase the quantity and quality of programs offered."

After RCA and Farnsworth, the article states, General Electric and Philco lead in the parade of set manufacturers. Both have made technical contributions, but the chief concern of each is the receiver market. DuMont Laboratories Inc. is seen as a newcomer which may develop into a power in the field, especially with the backing of Paramount Pictures, which will own a half interest in the company after it has paid four yearly installments of $50,000 each—the first due next July 1.

Set Sales Won't Support

"The broadcasting companies," the article relates, "have a first-degree interest in their stations, but it seems likely that most of the stations run by the set manufacturers will wither and die or be sold to specialized companies. No one thinks now, as many thought in the early 1920's, that set sales can support broadcasting. Outside of their scientific and publicity value, stations like Philco's are stopgaps, which are designed only to promote receiver sales until sponsored broadcasting becomes economically feasible."

Though next to radio the movie business should logically be most interested in the development of television, *Fortune* finds that "Hollywood has done virtually nothing —and what it will do remains a question mark." It adds, however, that "the movies and television are too close together to stay apart very long."

The first article of the *Fortune* series treats chiefly of the historical and scientific phases of the budding art, and carries little in the way of either text or art that is new to the trade. The article's chief merit lies in its summary of the economic problems facing television. The concluding chapter in May will survey the "possibilities and impossibilities of television entertainment."

High-Fidelity Signals Free from Static Are Shown in Tests by Maj. Armstrong

BROADCASTING by frequency modulation lived up to its title of "staticless" radio on March 23 when its inventor, Maj. E. H. Armstrong, demonstrated its freedom from static and its high-fidelity reproduction at a meeting of the Radio Club of America in the Pupin Laboratory at Columbia University, where Maj. Armstrong is a professor of electrical engineering.

In a series of tests, during which various kinds of music and sound effects were broadcast from the 20 kw. Armstrong station at Alpine, N. J. and a 600-watt transmitter in Yonkers, Maj. Armstrong demonstrated that the transmitting power could be cut almost to zero without noticeably affecting the noise-free reception of the program [BROADCASTING, Feb. 1].

Lifelike Reproduction

The audience, which filled every seat and most of the standing room in the lecture hall, listened first to full-power transmission of music and sound effects from the Alpine station, operating on a frequency of 42.8 mc., and from the Yonkers station, on 110 mc., visibly impressed with the clarity and freedom from noise. The sounds of tearing paper, pouring water and ringing bells and chimes might have been coming from the speakers' table in the same room as far as the ears could detect. Then Maj. Armstrong, who was in telephonic communication with both stations, directed the operator at Alpine to rebroadcast the program from Yonkers and defied the listeners to tell which station they were hearing as he shifted the receiver from station to station with a handswitch.

Then he requested the stations to reduce their power to about five or six watts for Alpine and approximately one watt for Yonkers. No change in the quality of reception was noticed even at such minute power, nor was there any increase in static, the signals remaining as clear as they had been with full-power transmission. Maj. Armstrong explained that whereas a blowup of the last stage of amplification would put an amplitude modified station off the air, a similar mishap at a frequency modulated transmitter would be noticeable only to listeners on the fringe of the station's coverage area, as the station could easily carry on with the driver stage without affecting in any way the processes of modulation.

GE Demonstrations

Preceding the demonstration, I. R. Weir and G. W. Fyler, of the General Electric Co., read papers concerning that company's experiments with frequency modulation. Mr. Weir described a comparison between frequency and amplitude modulation made by a test car operating between a 50-watt transmitter in Schenectady and a 150-watt transmitter in Albany, 15 miles apart. When different programs were broadcast on the same frequency by the amplitude modulated transmitters, the Albany station could be heard for 2.6 miles from the transmitter and the Schenectady signal for one-half mile, with almost 12 miles of interference area. Using frequency modulation, the Albany program alone was heard for 10.8 miles and the Schenectady program for 2.7 miles. The intervening space was more of a discriminating area than an interference area, Mr. Weir stated, as the movement of the car a few inches was enough to change the signal from one station to the other and at practically no point were the observers able to get both signals simultaneously.

When one transmitter was operated on 41 mc. and the other at 41.5 mc., either signal could be heard without interference the full length of the route, he said, even under the antenna of the other transmitter. He explained that in frequency modulation the volume of the desired signal need be only twice that of the interference to come through clearly, while in amplitude modulation the ratio of desired signal to interference must be 30 to 1.

Simplicity of Receiver

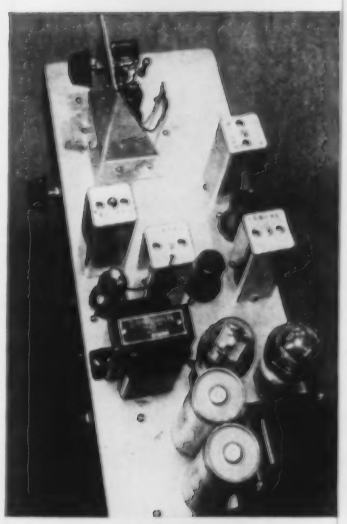
As a result of this, the useless interference area disappeared, he said, and practically 100% coverage becomes possible. Mr. Weir showed by a series of graphs that, because of this elimination of the interference area, the popular conception that the frequency modulation system was wasteful of the spectrum was an error, as it was based on only a part of the story —the relative band widths of individual stations.

The receivers for the system have usually been considered to be complicated affairs of many tubes, but Maj. Armstrong demonstrated the six-tube receiver shown in the accompanying photograph, which received the Alpine signals on a piece of lamp cord attached to the backboard with sufficient volume to fill the hall. He stated the receiver has performed satisfactorily up to 50 miles from Alpine.

The so-called line-of-sight limitation on the transmission was denied by Mr. Weir's statement that the Alpine transmitter was received in Schenectady, 130 miles away and behind the Catskill Mountains, better than the regular 50 kw. New York stations. Franklin Doolittle, owner of WDRC, Hartford, confirmed this statement, reporting that reception at his home in North Haven, Conn., was noiseless even on an indoor antenna.

Finally Mr. Weir showed data that both the initial cost and the cast of operation of frequency modulation transmitters were less than that for the present method of modulation. In view of the relative low cost of obtaining high power, General Electric is planning to experiment with a frequency modulated transmitter up to 10 kw. power at its station on Indian Ladder near Schenectady, he said.

From present indications, four or five of the frequency modulation stations will be in operation during the coming summer season and receivers will be available for the public which will receive not only their transmissions but also the present broadcasting stations.



SIMPLICITY is the keynote of the six-tube Armstrong frequency-modulated receiver, which received strong signals from a piece of lamp cord attached to a blackboard in a recent New York demonstration.

Finch 'Ham' Set

A COMBINATION facsimile scanner-receiver will be put on the market this spring by Finch Telecommunications Laboratories in kit form for assembly by amateur radio operators who are interested in experimenting with this new form of radio transmission. Sets will be much cheaper than the facsimile transmitters now in use by broadcasters, the probable price being between $200 and $250. Finch will also install a transmitter in the exhibit of the Amateur Radio Relay League at the New York World's Fair for examination and use by visiting "hams".

Cartoons via Facsimile

HARRY BRESSLER, well known political cartoonist, is doing a series of cartoons which are broadcast over facsimile station W2XBF, New York. Station, operated by Finch Telecommunications Laboratories, is currently on the air from 3 to 4 p. m. weekdays and from 11 a. m. to noon Saturdays, but plans to increase its schedule to three hours daily, seven days a week, in the near future.

FACSIMILE broadcasting as a means of speeding up communication within New York City's educational, police, fire, administrative and other municipal departments was demonstrated by RCA at the weekly luncheon of city commissioners on March 22. Demonstration was arranged by M. S. Novik, director of WNYC, municipal station, which has applied to the FCC for an experimental facsimile license.

Networks Prepare Easter Broadcasts

Special Sacred Programs Are Planned From Many Points

THROUGHOUT Easter Week and on Easter Sunday, April 9, NBC, MBS and CBS have planned many special programs in addition to broadcasts of the traditional religious services conducted in different parts of the world. NBC, from April 4-8, will present *The Living God*, a dramatic presentation of the story of Holy Week in five episodes from Hollywood Radio City; on April 2 a special broadcast of Easter hymns, sung by the Oberlin College Cappella Choir, will be heard on NBC-Blue, and during the *Hymns of All Churches* program on April 6 special hymns arranged to tell the story of the Crucifixion will be sung.

For the fifth time on Good Friday, NBC will broadcast the complete performance of Brahms' "Requiem" by the choir of St. Thomas' Church in New York, and the NBC Symphony orchestra. On April 10, a description of the annual egg-rolling on the grounds of the White House will be heard on NBC-Red, with Easter greetings from Mrs. Franklin D. Roosevelt.

Fashion Preview

Music features during the week on CBS include excerpts from Brahms' "Requiem" by the All Angels Church Choir, New York, and other choral programs by the Plainsong Choir of Corpus Christi School, Symphonic Chorus of Ohio State University, Cincinnati Conservatory Chorus, and Pasadena Boy Choir. Early morning programs observing Easter will also be broadcast by CBS from the Vatican in Rome, from Central Park in New York, and from Forest Lawn Memorial Park, Glendale, Cal.

A preview of Easter fashions will be given MBS listeners on April 1 when Al Josephy, special features announcer, describes a trip through the New York fashion establishment of Nettie Rosenstein, a leading designer, and on April 4 an Easter party and fashion show will be broadcast during the Consumers' Quiz Club program on WOR, Newark. Sir John Stainer's composition *Crucifixion* will be broadcast on MBS on Good Friday, and on Easter Sunday, MBS will carry the religious services from the Hollywood Bowl, Mt. Rubidoux, Cal.; the Olympia, Washington, state capital; and music by the Los Angeles Civic Choir. For the third consecutive year, Mutual will send a 125-year-old coach-and-four down New York's Fifth Ave. from which Dave Driscoll, surrounded by celebrities, will describe the traditional Easter Parade.

WMCA, New York, will broadcast special Easter programs, including a *Passion Play* series beginning on Palm Sunday, featuring the Ave Maria players, Sunday services from Philadelphia, Boston and New York, and a description of New York's Easter Parade. The Franciscan Friars will present a *Passion Play* series of programs during the week on WHN, New York. WNEW, New York, on April 6 will present a program featuring "The Seven Last Words of Christ" by Thomas Dubois, sung by the choir of the Andrew Dorsey Call Society.

Network Pickups of Mussolini Speech Climax an Active Week of News Breaks

NBC, CBS and MBS on March 26 broadcast the speech by Premier Mussolini before the Fascist Grand Council in Rome, beginning at 5 a. m. (EST), during which Il Duce outlined Italy's position in the present European situation. During the speech NBC announcers interpreted in English, and following the Italian address, a complete translation and summary were broadcast. Later in the day at 5:30 p. m., MBS broadcast a recorded version of the speech.

France's stand against the Italian demands were expressed by Premier Daladier on March 29 in an international address also broadcast via shortwave by MBS, CBS and NBC from 2:45-3:30 p. m. During the Premier's speech, English interpolations were made by NBC announcers, on MBS by Raoul de Roussy de Sales and on CBS by Pierre Bedard. After the broadcast, CBS presented a special analysis of his words by H. V. Kaltenborn.

Coverage of Mussolini and Daladier speeches by three networks climaxed over a week of special broadcasts covering by radio all outstanding events of Adolf Hitler's recent "annexation" of Czechoslovakia. On March 17, the three networks broadcast the speech by Prime Minister Neville Chamberlain of England condemning Hitler's move as a breach of his pledges at Munich last fall. That evening, NBC broadcast a two-way talk between John T. Flynn, writer in New York, and Howard Marshall, British commentator, discussing the next steps in the crisis. H. V. Kaltenborn, CBS commentator, also spoke that evening on CBS with the network's London correspondent, Ed Murrow.

Four-Way Hookup

On March 19, CBS broadcast the first of its four-way hookups from London, Paris, Prague and Chicago, and other important points, with interpretations by leading foreign correspondents of the European situation in answer to questions asked by H. V. Kaltenborn in America. Also important on March 19 was NBC's broadcast of the speech by Dr. Eduard Benes, former President of Czechoslovakia, from Chicago. It was Dr. Benes' first statement on the situation since his resignation from the presidency after the seizure of Austria by Hitler. That evening, NBC presented a special broadcast of statements by correspondents Howard Marshall, John Elliott and Fred Oechsner from London, Paris and Berlin.

Throughout the week of March 20, both CBS and NBC presented special news broadcasts by AP, UP and INS foreign correspondents and interpretative comments by prominent American commentators. WMCA, New York, arranged a special tie-up with the shortwave station of the *New York Herald-Tribune*.

* * *

KMOX Editorial Policy

IN THE BELIEF that radio has a peculiar responsibility in the handling of European news during these times, Merle S. Jones, general manager of KMOX, St. Louis, decided to define the station's editorial policy for listeners and this policy was outlined in a special broadcast by Harry W. Flannery, news director of KMOX, who told the audience:

"As you know, the European situation is tense and news on the developments across the water were never more important. Since radio has become our means of immediate dissemination of news, we of KMOX realize our responsibility in keeping you constantly, completely and accurately informed on every new consequential incident in the historic story.

"We will naturally make every effort to perform this service to you, the listener, but we also realize the danger involved in the human element of the presentation and the reception of such important news. You know and I know that the events of these days are the kind that not only arouse our interest, but our emotions as well. Today's news has a tendency to make some men and women partisan, to favor one nation against another and even to take issue with their own countrymen.

"Our problem is the result of this situation. Under the circumstances, we will make every effort to be accurate rather than too hasty and shall endeavor to present the facts impartially and without the color of partisanship, either in words used or in the manner of giving voice to these words. To this end, we have issued instructions to our news editors to present the factual developments only and to our announcers to let the words and not their inflections tell the story.

"Due to the human element, we shall not, of course, be able to remain constantly true to this ideal, but we will strive earnestly to this end. We will therefore bring you news bulletins of importance immediately, completely and accurately and also present the informational background which will help to show the significance of these bulletins, in all cases seeking to present the facts only.

"Our effort will be conscientious, make any suggestions you believe will aid us in this endeavor, made of supreme importance by the fevered emotion of these momentous days."

His Pals, the Cops

BOB HILLE, announcer of KXOK, St. Louis, was jailed recently after running through a stop light while hurrying to the KXOK studios for an evening show. At the bastille he dropped the remark that the show he was to announce featured the Police Department Quartet—and within a few more minutes he was again on his way to the studios, this time sirened through tangled traffic by a police escort.

CALIFORNIA RADIO BILLS ARE STUDIED

WITH 13 bills affecting broadcasting pending before the California Legislature, NAB legislative committees representing the two California districts were in Sacramento during March on behalf of the broadcasting industry.

Howard Lane, assistant manager of KFBK, Sacramento, heads the District 15 committee, which comprises Charles P. Scott, KTKC, Visalia; William B. Smullin, KIEM, Eureka; Arthur Westlund, KRE, Berkeley; C. L. McCarthy, KQW, San Jose; Philip G. Lasky, KSFO; William Grove, KSAN, and Lloyd Yoder, KPO-KGO, all of San Francisco. The District 16 legislative committee is headed by Fox Case, CBS western division director of public affairs, and includes Harrison Holliway, KFI-KECA; Frank Burke, KFVD; Lewis Allen Weiss, KHJ, all of Los Angeles; Charles A. Storke, KTMS, Santa Barbara; Richard O. Lewis, KTAR, Phoenix, and T. M. Pepperday, KOB, Albuquerque. The legislative committees were appointed at the suggestion of NAB President Neville Miller in line with recently established NAB policy.

Among the measures pending are bills which would impose franchise taxes; prevent participation of pupils in programs; libel and slander; artist management contracts; false advertising by radio; foreign language broadcasts, proposing that after any such program, it shall immediately be rebroadcast in English; a bill which would authorize construction of two 50,000 watt stations by the University of California for educational purposes, and measures which would prevent advertising of any character by undertakers.

NBC Drama Venture

TO ENCOURAGE the broad realm of radio dramatization with its large scope for imagination and originality, NBC began a new series of half-hour plays on March 25 written by Arch Oboler, radio playwright and author of NBC's popular *Lights Out* dramas for several years. Mr. Oboler plans to concentrate on fantastic and imaginative plays in which emotional conflict is predominant, and, with a basic group of radio players to enact the plays, plans to develop every dramatic theory and technique to its fullest extent.

Praises Radio in Book

PRAISE for radio as a public relations medium is voiced by Milton Wright in his new book, *Public Relations for Business*, just published by Whittlesey House. Mr. Wright analyzes the case histories of firms most successfully solving their public relations problems, describing the use of radio by General Motors Corp., the Morris Plan Bank in Detroit, Ford Motor Co., Chase National Bank, E. I. DuPont de Nemours & Co. and the National Assn. of Manufacturers.

MUZAK Corp., New York, wired music service, has been holding discussions with Local 77 of the American Federation of Musicians in Philadelphia in order to remove any objections the AFM may have to Muzak's opening a wired service in that city similar to its present coverage in the New York area. When a satisfactory agreement is reached, Muzak will open in Philadelphia, probably in about 60 days.

Political Aspect Disclaimed by Women In Discussing Child Radio Programs

A FLAT denial that the luncheon held March 17 by a number of women's national organizations for FCC Chairman Frank R. McNinch had any political significance or that the women are being "used" by the Administration to support its reorganization plans has been made to BROADCASTING by Mrs. E. C. Lewis, radio chairman of the National Society of New England Women, who invited Mr. McNinch to address the group.

Purpose of the luncheon was to get the attitude of the Government and the FCC on the problem of children's radio programs, which the women had previously discussed with broadcasters, advertisers and agencies [BROADCASTING, March 15.]

"Having had the opinions from the industry, three way," she said, "the women expressed interest in the attitude of the Government, the FCC, and I asked Mr. McNinch to speak before a group of national radio chairmen, expressing his thoughts and explaining the functions of the Commission. Mr. McNinch has always been concerned over the effects of radio on the home. He reflects a highly developed conscience in the discharge of his duties. This idea naturally appealed to the women.

Program Objections

"The matter of the reorganization of the Commission was discussed at the request of the women present. The subject was thoroughly discussed, some and perhaps most of the women agreeing in the main with the purpose of the plans outlined, but with the thought that a larger Commission would be safer, the number five being mentioned. The women were aware of the necessity for a small executive force as a guarantee of efficient, effective administration. Since this meeting the comment has been heard that the women are being made use of by the Administration Nothing could be further from the truth."

While women generally are grateful to radio for its wealth of superlative material, they do not like the present trend of children's programs, Mrs. Lewis said, with many mothers not as concerned over the so-called "horror" type of program as over the lower standard resulting from the locale and atmosphere presented. "Ideas which prevail where education and ethics are limited are often expressed in many programs objected to. Women feel that it is hard enough to maintain a standard of excellence with every agency at our command and radio should assist, not lower it."

Women don't want "Little Lord Fauntleroy" dished up every afternoon from 5 to 6, she said, but they are beginning to insist that radio should realize that matters of diction, pronunciation and enunciation as well as manners and morals are of great importance to the growing child. On a recent motor trip across the country she talked to many children as well as parents, she said, and discovered that children themselves think juvenile broadcasts monotonous and tiresome and that they find the premium offers more attractive than the programs.

This has two results, both bad, she stated. First, mothers resent being asked to buy this or that product so the children can get the "come-ons" offered and thus insure the continuance of the very programs they object to. Even more serious, she continued, is that the children are turning from their own programs to those aimed at the afternoon women's audience, many of which are "problem" dramas unsuitable for child consumption.

As a former station manager and agency executive, Mrs. Lewis expressed sympathy with the problems presented to radio, but advanced the employment of better writers as a good part of the solution. If radio would hire writers of the type who now produce the children's books, writers with ingenuity and ability enough to turn out really worth-while scripts, radio could easily be a major force in training children for good citizenship, she said, adding that the women of America would enthusiastically support the sponsors of such programs.

Among the organizations represented at the McNinch luncheon were the American Legion Auxiliary; General Federation of Women's Clubs, National Council of Women of the United States, American Library Association, Daughters of American Revolution, Society of New England Women, National Federation of Press Women, General National Society of Daughters of the Union 1861-1865, Women's Radio Committee, United Parents Associations.

Approved Programs

Indicative of the type of children's programs women approved is the monthly list sent out by the United Parents Association of New York City, which includes about 35 recommended programs, classified according to age of their audience. For younger children, from 5 to 9, U.P.A. currently endorses Dorothy Gordon, Ireene Wicker, *Let's Pretend*, Malcolm Claire, *March of Games*, *Music for Fun*, Paul Leyssac and the Public Library's *Young People's Program*. The 9-to-12's should listen to *Answer Man*, *Cavalcade of America*, *Children's Concerts*, Dorothy Gordon, *March of Games*, *March of Time*, *Men Behind the Stars*, *Music for Fun*, *Music for Young People*, News Broadcasts, Operettas, *Professor Quizz*, *Science in the News*, *So You Want to Be*, sports broadcasts, *This Wonderful World*, *Uncle Jim's Question Bee* and the Library Program.

For the high school age group U. P. A. suggests *Americans All—Immigrants All*, *Americans at Work*, *Anna Barbinel's Song Lore*, *Cavalcade of America*, *Charlie McCarthy*, *Children's Concerts*, *Great Plays*, *Information Please*, *Lux Radio Theatre*, *March of Time*, *Men Behind the Stars*, *Mercury Theatre*, *Metropolitan Opera*, *Music for Young People*, *Musical Quiz*, news broadcasts, N. Y. Philharmonic, operettas, *Professor Quiz*, Ray Perkins, *Science in the News*, *So You Want To Be*, sports broadcasts, *The World Is Yours*, *This Wonderful World*, *Town Hall of the Air*. The complete absence of the juvenile script-show from the list is especially significant.

Indicative of what women can and may do about the programs they dislike is a letter written by Mrs. William H. Corwith, radio chairman of the American Legion Auxiliary, to the *Ladies Home Journal*, which prints it in the April issue. Stating that talking won't mean a thing because popularity of commercial programs is based solely on sales and disclaiming any liking for the word "boycott", she concludes that "The only way to solve the problem of how to have decent, worthwhile programs on the air, whether they are for children or for adults, is to let the advertiser know what we want . . . The women who resent the inference that their intelligence level is suited to the daily trash on the serial program, must talk about it, must write to the concern whose product is thus advertised . . . Accompanying the letter should be a frank statement that unless the program improves, the writer will have to express her disapproval in the only other way she knows—by refusing to buy the product."

HOLLISTER'S FU
Weird Background Used in Ad Club Audition

PRACTICALLY illustrating a talk on "How to Get Results with Radio Advertising", by Herb Hollister, manager of KANS, Wichita, at the Wichita Advertising Club's Business Clinic March 8, KANS arranged a *Fu Manchu* preview.

At a signal after Manager Hollister had concluded, auditorium lights were doused and the spot he had occupied was filled by a staff actor made up as Dr. Fu Manchu, shining a green light on his face. The actor "invited" spectators to listen to the program to follow, under threat of dire things to happen. His lines, spoken over the Oriental music padding the start of the *Fu Manchu* transcription, finished on cue as the first episode began.

To center attraction on the program, the loud speaker was draped in black velvet, with a gold Buddha, lap filled with incense and spotted with a green spotlight, on top of the cabinet. As the crowd filed out after the quarter-hour episode, a girl from the studio, attired as a Chinese lass, passed out Chinese puzzle keys to plug the program.

Author's League Plans

A NEW program for the benefit of the relief fund of the Authors' League and the Stage Relief Fund is now being considered for network broadcasts by a committee of prominent New York authors and actors, including Will Irwin, Arthur Richman, Fannie Hurst and Kenneth Webb, president of the Radio Writers' Guild. The program, planned for fall presentation, would probably be a weekly hour broadcast with an orchestra, chorus and permanent m. c. and featuring short dramatizations by Broadway actors of the best works, published and unpublished, of the Authors' League. According to Norman H. White, vice-president of Authors' & Artists, CBS has indicated an interest in the idea. A sample live hour show, similar to a Hollywood prevue, may be set up for presentation this spring before representatives of leading agencies with an eye to selling the program for fall sponsorship.

The Northwest's Best Broadcasting Buy

WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS
FREE & PETERS, INC. — Natl. Rep.

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES
One-third of all radio sets in Nova Scotia are within twenty-five miles of our antenna, two-thirds are within our primary coverage area. No advertiser can afford to overlook this field.
U. S. Representatives:
WEED & COMPANY
350 Madison Ave., New York

SORRY, BOYS, ACCESS (KY.) AIN'T ACCESSIBLE!
WAVE cain't help you much in selling the villagers down at Access, Ky. Nor can we do much to spur your sales-hopes *anywhere* in the miles of back-lands that stretch across our State. But WAVE *does* boost big business, at *low cost*, in the Louisville Trading Area—regularly reaches more than a million people who do *most* of Kentucky's *buying*. May our Pitcher Book tell you *all* the story?
An N. B. C. Outlet
National Representatives
FREE & PETERS, INC.
STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Department Store Uses Novelties in Cookery Program

Informal Chatter and Songs Promote Program Interest

SHOWMANSHIP is the secret of a successful radio cooking school. So concludes Bernard J. Winn, director of the popular weekly cooking school sponsored by E. W. Edward's Department Store, Syracuse, and nearing its fifth anniversary of broadcasting over WSYR, Syracuse. The program has proved so successful that the Edward's company has started a similar school for its Rochester store, broadcasting over WHEC.

Begun Oct. 10, 1934, the cooking school made its debut as a straight talk program, featuring a home economist just out of college who read recipes and gave cooking hints. Though the show drew some favorable response, it was evident something was lacking.

Instead of a solo shot, the weekly hour cooking school became a three-person proposition, with the spotlight on Miss Sally Franklin, Edward's veteran home economist, and the subsidiary billing going to Charles (Uncle Red) Thomas, singer of popular songs and pianist; and Mr. Winn himself, who continues to lend a helping hand both in patter and batter; and occasional visiting authorities from sponsoring concerns.

Between Courses

To Miss Franklin goes the cooking assignment. Mr. Winn finds both the listening and visible audience prefer first-hand operation by the expert with the listeners cashing in on the interest and reality of the actual sound of mixing, sifting etc.

Miss Franklin confines the number of recipes to four or five a program, carrying out the formula from start to finish. As the food cooks, Uncle Red goes to work with a song or Mr. Winn publicizes a store special or plugs a product used in food preparation. Throughout the entire show are sprinkled impromptu quips.

Informality is the essence of every program. The sponsor's idea is to create a scene like that of the average kitchen, with the two male participants pinch-hitting for the husband or son who occasionally drops in.

The school has built a tremendous audience judging from several hundred unsolicited letters which pour in after every broadcast, thanking the sponsor for the service or congratulating the cast.

In addition to the listening audience, the school plays to a visible audience averaging 700 women each week. The program is broadcast from the store's third floor auditorium, which frequently is filled to its capacity of 1,000. The actual broadcast emanates from a completely equipped kitchen on the stage.

A Special a Day

The store takes advantage of the large traffic brought in by the cooking school and each week offers a "Today's Radio Special", a $1 or $1.50 item, the purchase of which the average shopper can decide on quickly. Frequent direct tie-ins with the appliance department also prove feasible, especially when the appliances are actually used and demonstrated during the broadcast.

Now in its fifth year, the radio cooking school boasts a total registration of 10,000, according to Director Winn. A newcomer at registration receives a book of free admission tickets, places a ticket in a box at each meeting, and thus becomes eligible for the weekly door prizes or items of food prepared during the broadcast. Records reveal an average new attendance of 100 each week.

Along with this is a Home Radio Club with a registration of 2,000. Registrants are eligible to win one of two baskets of food given at the end of each broadcast. Mr. Winn reports 33% of the listening audience have store charge accounts.

Throughout the week Miss Franklin offers her services via telephone to anyone with cooking problems. Also she helps arrange menus for bridge, birthday parties and other special gatherings.

Further promotion comes in the form of a yearly spring cake baking contest which last year brought an entry of 185 cakes. The sponsor offers radios, silver sets, crockery, and lamps to the winners, and the cakes go to Syracuse orphanages.

Publicity also is in evidence each Tuesday night preceding the broadcast when portions of the sponsor's newspaper advertising remind Syracusans of the next day's *Edward's Cooking School of the Air*. Posters calling attention to the show appear throughout the store on the morning of the program, and stuffers are used in the mailing of monthly statements.

DEPARTMENT STORE'S SUCCESS

Ranking Store Enjoys Good Results by Using Different Types of Programs on WKBZ

By WILLIAM R. DUCHANE

Advertising Manager, W. D. Hardy Co. Muskegon, Mich.

I HAVE ALWAYS contended that radio can do any selling job for department stores if properly handled, bringing direct results consistently, providing the advertising is camouflaged so the listener is unaware that she is being sold.

Mr. Duchane

We had experimented with radio in the past, but sales had been infrequent and schedules shortlived. The store was the largest newspaper advertiser in Muskegon, using from one to several pages a day.

Last year, I decided to give radio a chance, scheduling the first broadcast on WKBZ, for Labor Day morning to run daily for a trial period of 30 days. After considerable discussion with the station management, I was given the privilege of conducting the trial in my own manner. Naturally, the station wanted the program to bring immediate results in merchandise sales, but I did not consider this the right approach.

Safety Message

Since our store is classed as the better store in Muskegon with approximately 75% of the sales volume in charge accounts, the first 14 of the 15-minute daily programs were entirely without advertising other than mention of the store name. Each day the program, a musical transcription series, was devoted to music by one composer, or music played by a certain orchestra. The next 14 days, the program contained a minimum of advertising and to offset that angle, I placed a safety message at the beginning and ending of the program. These messages contained facts concerning causes of accidents and ways to prevent them. Local civic clubs were quick to express appreciation.

Several thousand folders were sent to Hardy charge customers with their monthly statements and a 3-column full-page length advertisement was run in the local paper.

During the latter two weeks, the International Silver Festival advertising was used on four programs in conjunction with our regular allotted newspaper space. The promotion proved to be the greatest of any which we had previously attempted, and we have been told that we sold more 1847 Rogers than any store in several of our larger Michigan cities. This alone could not be considered an answer to the radio question, but with the general increase of our volume for September, it was decided that we might have been over-looking an important piece of advertising. Therefore we signed a long contract with WKBZ, and are still broadcasting 9-9:15 daily with a minimum of advertising, some days with none.

Later we launched a campaign of personal interviews between our employes and a station announcer. Each day, our newspaper advertising carried a picture of one of our employes, who was interviewed the following morning on the air. This program started in the station studios and after five minutes was transferred to our advertising office, where the four-minute interview took place.

Shifts to Fashion News

I originally planned the interview idea to run for a month, which would have given all of our older employes the preference. But after three weeks these interviews on WKBZ had become so popular that we were afraid to discontinue them until every employe had faced the microphone. I believe from information which we have gathered that we had about 75 or 80% of the radios in this vicinity tuned to our program each day.

The interviews have just recently run their course, and we are using the Fashion Chatter News prepared by United Press. We had found three excellent voices in our feminine personnel. The one selected was publicized in the space used for the employe pictures in the newspaper ad. This service has now become so popular that customers ask if and when we will stock certain garments mentioned in the broadcast.

Gradually more and more advertising was injected into the program, and by careful observation it has been proved that day after day the departments which were represented on the morning programs have all surpassed their quotas or, at least, broken even with the same date of the previous year.

I firmly believe that radio should be included to some extent in every department store's advertising budget wherever broadcasting facilities are available. However, this should be done in the form of well-arranged consistent programs and with the advertising camouflaged as much as possible. By letting the program follow the lines of interesting subjects, with well-chosen music, an audience is sure to be built. The good-will obtained by this type of program will undoubtedly bring sales results and will maintain or increase the value of the department store in its community.

We are working on plans to add three more quarter-hours to the daily broadcasting schedule on WKBZ, though still remaining the dominant newspaper advertiser in Muskegon.

For successful results, radio costs should not be taken from the newspaper budget, but should be handled separately, and used consistently—looked upon as a good-will builder—must be interesting—should be program, rather than spot announcements, and should be radically changed from time to time.

If handled in this manner, time and program costs, considering increased volume, will be negligible.

Catalina Promotion

WILMINGTON TRANSPORTATION Co., Santa Catalina Island, Cal., (resort community), annual users of radio, for the third consecutive year, on May 22 starts its remote program, *The Catalina Islander*, on 6 CBS Pacific Coast stations (KNX KROY KARM KSFO KOY KTUC), Monday through Friday, 2:15-2:30 p. m. Following the June 30 broadcast, KOY and KTUC will be dropped from the list. From Aug. 1 to 31 inclusive, and Sept. 5 to 9, a total of 28 programs will be broadcast over KNX, Hollywood, only. Agency is Neisser-Meyerhoff, Los Angeles.

FTC Stipulations

THE Federal Trade Commission has announced the following stipulations: Acme White Lead & Color Works, Detroit, agrees to cease certain claims for its Lin-X; Charles Marchand Co., New York, agrees to cease certain representations for its hair wash.

GRUEN WATCH Co., Cincinnati, on March 31 started a 52-week campaign on WMCA, New York, using 28 time announcements weekly, Monday through Saturday. The company is also broadcasting six daily time signals, seven days a week, on WEAF, New York, and serial program *Calling All Cars* weekly on WSYR, Syracuse. Additional stations for the time signals will be added later this spring. McCann-Erickson, New York, handles the account.

HARRY PASCOE, chief continuity writer of WMCA, New York, is preparing an announcers' guide to pronunciations in seven languages to provide an easily available index of words common to American broadcasting. Languages include Spanish, Portuguese, French, Italian, German, Hungarian and Russian.

Functional Hat

EVELYN TRAUT, secretary to R. J. Rockwell, technical supervisor of WLW, Cincinnati, got the surprise of her young life recently when she reached for her hat—or what she thought was her hat. Larking WLW engineers had substituted "a reasonably accurate facsimile" for the real thing—a wax record with a small square box wired on top, the wires looped high over the box to resemble the bows of the real hat, and two broad strips of scotch tape waving gently from the crown, ribbon-fashion.

FCC Plans To Inspect Frequency Modulation And Video Experiments

FIELD inspections by members of the FCC and its executive engineering staff of radio's two most impressive technical fields — television and frequency modulation transmission—are likely during the next few weeks.

Because of the mounting interest in television, the FCC special committee on the subject proposes to make an intensive study of the visual medium. On March 29 the committee, comprising Craven, chairman, Brown and Case witnessed the Philco portable television demonstration in Washington. The committee may pursue its study by visiting on the ground the experimental operations of other companies, including RCA,, Philco and DuMont.

Government engineers have been invited by General Electric Co. to observe frequency modulation transmission in the ultra-high frequencies in the Schenectady-Albany area and compare the two modes of transmission. The date tentatively has been set for April 14. The FCC is known to have an open mind on frequency as opposed to amplitude modulation, and has authorized widespread experimental operations in each ultra-high field.

WOR-Film Tieup

ARRANGEMENTS for the exclusive inclusion of motion picture publicity material in the facsimile programs broadcast daily by WOR, Newark, have been completed between the station and 20th Century-Fox. Daily service of pictures and comments was launched on March 28 with a description of the filming of "The Story of Alexander Graham Bell," Darryl F. Zanuck's new picture. Deal was made by Alfred J. McCosker, president of WOR, and Charles E. McCarthy, director of advertising and publicity for the film company.

A Lumber Mill Sponsors

KWLK, Longview, Wash., has signed the largest lumber mill in the world, Long-Bell Lumber Co., for a weekly half-hour broadcast. The program is primarily intended as a good will gesture and features an "industrial safety" theme. Each week a different youth organization presents its own program. After the broadcast the participants are invited to a supervised inspection of the lumber mill and to a party in the mill cafeteria.

Multiple Ownership of Stations

(Continued from Page 17)

Murphy-Sepaugh group which tied in WEBC, WHLT, KVAL, WEAU, KRRV, KRMD, KHBG and KPLC; the Brice - Bulova - Gray - Lafount group, tying in WSB, WAGA, WCOP, WBIL, WELI, WNBC, WNEW, WORL, WOV and WPEN; the Adler - Dahl - Stuart Group, mentioning Don Searle, manager of KFAB, KOIL and KVOR, with KANS, KMMJ, KGLO, WIBA, WKBH and KWNO; the Harte - Jones - Josey group of Texas stations, listed as KXYX, KPRC, KTRH, KRIS, KPLT, KBST, KGKL and KRBC.

The Bell-Gaylord Group, operating WKY, KVOR and KLZ, strangely enough, was tied in with KFEL, Gene O'Fallon's station because "one employe" performed the same duties at that station as he does for KLZ.

Many Curious Groupings

Listed with the three Iowa Broadcasting System stations (KSO, KRNT and WMT) under *Des Moines Register-Tribune* ownership, is WNAX, Yankton, S. D., licensed to the South Dakota Broadcasting Corp. However, the exhibit brought out that Gardner Cowles Jr., executive head of Iowa Broadcasting Co., votes all of the WNAX stock.

Under the heading Huber-Lewis-Slover Group were listed WTAR, Norfolk, WRTD, Richmond, and WPIV, Petersburg.

WBIG, Greensboro, and WPTF, Raleigh, were tied together in a "Carolina Insurance Group." This grew out of the showing that Durham Life Insurance Co., which controls WPTF, holds a block of stock in Jefferson Standard Life Insurance Co., which controls WBIG.

Another group listed was the Craney-MacNab-Symons Group, tying into interlocking ownership KFPY, KGIR, KPFA, KRBM (under construction), KXL and KRMC.

The Bixby - Cox - Jewell Group brought in KBIX, KGBX, KWTO, WTMV and KCMO. The principals were Lester E. Cox, with interests in all of the stations save KBIX, and with the Bixby family holding interests in KBIX, KGBX and KWTO. H. S. Jewell was listed for KWTO and KGBX. Listed as a Latter Day Saints Group were KGMB and KHEC, Honolulu, KLO and KSL, although only the last named is officially identified with the Mormon Church.

The Hoffman-Miller Group was listed to include WOW because R. E. Miller, former vice-president of WAAW, is a director of Woodman of the World Insurance Society while R. W. Hoffman is listed as chief stockholder in WCLS and WHFC.

In the Dyer-Guyon-Roberts Group are listed WCBD, WEMP, WGES and WSBC. Another group, called the Bill - Lohnes - Morgan Group lists WDZ, with Horace L. Lohnes, Washington attorney, as the principal stockholder; WMBD, with Harry D. Morgan holding 500 shares and Edgar L. Bill, 490 shares; WMSD, with Mr. Lohnes a minority stockholder, and WSNJ, with Mr. Lohnes holding 394 shares, H. L. McCormick, his associate, 100 shares, and Howard S. Frazier, 503 shares.

The Kendall Group was so named because John C. Kendall, Portland attorney, is listed as the holder of one share of stock out of 150 outstanding in KSLM and one share of stock out of 1,250 outstanding in KVI, qualifying him as director.

Other group organizations listed, for the most part, embraced four stations or less. Most constituted two-station operation and control generally well known throughout the industry.

Factual Break

REPLACING time-worn station break announcements with what it calls "short, precise and dramatic identification", KWK, St. Louis, has started using "St. Louis KWK — temperature 65 degrees—time 8:30 p. m." as its new station identification format. The idea, tying in the St. Louis market with the call letters and other information, originated in the station's trade advertising, and was extended to actual broadcast upon the suggestion of R. T. Convey, KWK president, who reports much favorable comment from listeners and advertisers.

AFRA Signs WGN Talent

AMERICAN Federation of Radio Artists on March 30 signed a contract with WGN, Chicago, covering actors and singers with provision for arbitration by a Board of 10. AFRA negotiations with WJJD, WIND and WHIP were still under way as BROADCASTING closed.

FCC's Publicity Office Put On Permanent Basis

ESTABLISHMENT of a permanent office of information for the FCC, to be headed by a man yet to be selected, was voted by the Commission March 23. M. L. Ramsay, who was borrowed from the Rural Electrification Administration after abolition of the old press room organization, returns to his REA post as of March 31. It is expected the new director, who would be exempt from civil service and also serve as special assistant to the chairman, will receive $7,000 or $7,500 annually.

C. Alphonso Smith, who was borrowed from the Soil Conservation Service as assistant to Mr. Ramsay, is expected to remain with the FCC as assistant director, with a salary increase. The office of information will function directly under the FCC rather than the chairman or secretary. The general plan adopted is in line with recommendations made by Mr. Ramsay.

REPRESENTATIVES from 350 women's clubs in Illinois, Wisconsin, Michigan and Indiana on March 30 chose *The Story of Mary Marlin* as "typical of excellent radio drama" and two early episodes of the story were aired from Chicago's Goodman Theatre. Starring Anne Seymour, the series is sponsored by Procter & Gamble (Ivory Flakes) five weekly on NBC-Red network.

KFBB, Great Falls, Mont., covering the state basketball tournament for northern division high schools recently, also piped the descriptions by Bill Tredway and Roy Mason, of the KFBB special events department, to KGCX, Wolf Point, over a 300-mile line from Great Falls.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate

1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

SALT LAKE CITY

Key market in the rich, responsive intermountain area where diversified resources assure consistently good business.

People respond to the sparkling showmanship of the

POPULAR STATION . . .

5,000 WATTS daytime 1,000 WATTS night

KDYL

The Popular Station SALT LAKE CITY

NBC RED NETWORK

Representative John Blair & Co.

How A Radio Network Meets It's Public

NBC's 'Brief Case' Brings Pleasent And Critical Listener Comment

By DORIS HILLMAN

AMONG those who know radio best, the impression sometimes arises that maybe radio really doesn't know its own strength. NBC thought of that, and tried out its *ABC of NBC* program in 1937, its first serious attempt to promote radio with radio. The series showed a deep listener interest in radio's workings. Now NBC is observing the response to Alma Kitchell's *Brief Case*, heard every Friday at dinnertime on the Blue. She is trying to bring the listener and the broadcaster together and is giving listeners a chance to tell her, as a friend, just what they think about radio. Doris Hillman, of BROADCASTING's New York staff, has been reading some of their letters and herewith tells just what she thinks about what they think.

"THE NATIONAL Broadcasting Co. and your local radio station make these programs possible with the sole aim of getting us all better acquainted, the listeners and the broadcasters, and the object is simply good will." This was Alma Kitchell's answer to a question sent in by one of her listeners, "Who sponsors your *Brief Case* and why are they doing it?"

Miss Kitchell's reply, although entirely accurate, doesn't begin to cover what her ten-minute weekly programs are actually accomplishing for radio as a whole, as well as for NBC. Her informal chats on what goes on behind the scenes in radio, in addition to her weekly contests through which she receives thousands of letters from listeners telling what radio means to them, prove that radio can sell radio itself to the public through its own facilities better, perhaps, than in any other way.

They Speak Their Minds

With the theory that it is listeners who, in the final analysis, make radio programs what they are today, and that their tastes determine the quality of the broadcasts heard daily on the 40 million radio sets in America, Alma Kitchell's *Brief Case* programs attempt to create a better understanding between the "average" listener and the broadcaster, whether executive, announcer, artist or technician, whose whole aim in his business is to serve the public.

On NBC-Blue each Friday at 6:05 p. m. since October, 1938, Miss Kitchell's *Brief Case* has given listeners a chance to write their sincere opinions, whether approving or critical, of the medium of radio. This is an opportunity which many have always wanted, according to their remarks, but have hesitated to use because there never seemed to be any particular individual in a large network to whom they felt they could direct their letters.

Mrs. Joseph Pratzner, living in a remote section of New Jersey, had never seen a play, never been in a big city, never read a best-seller, but radio could bring her all these things. So she sat down and wrote a simple, sincere letter to Miss Kitchell telling how radio "is my only ray of hope and sunshine".

The letter won the first contest on "What Radio Means to Me and My Family", and it brought Mrs. Pratzner not only a new radio set, but also a trip to New York with Miss Kitchell as guide. The human interest of the lonely woman's visit to her dream city drew publicity in many of the daily newspapers, and even more it drew attention to the essential part radio is playing in the lives of people in every section of the world. From America, from Canada, and even from Central America and the West Indies, the letters have come.

A Faithful Friend

"My radio defies the confines of my walls and brings the whole wide magic world within them," wrote one listener. "It makes my hours full and my heart light. It is my informer, my transformer, and my spinner of dreams."

And another: "—it is amazing how much information one may pick up. Such variety we find from the too-numerous but none the less challenging quiz programs, through the fine news broadcasts, literary and domestic discussions."

"Radio to me and my family, means our greatest source of comfort, and an ever faithful friend."

"Radio inspires and stimulates me. In middle life, my desire for educational advancement is greater than at any time in my life. Radio emphasizes the necessity and importance of being informed in a complex world where clear thinking is so necessary, so vital to the preservation of democracy and justice."

It is around such heartfelt remarks that Miss Kitchell builds her talks, encouraging her listeners, both men and women, to express their ideas, which are a constant incentive to broadcasters to improve the programs. Many are critical, claiming that there are too many of this or not enough of that on the daily schedules. "Announcers entice me to buy goods that I do not want or desire—overemphasizing things and presenting them in a spotlight that is not needed." "My pet hates are swingaroo teams, baby talk, and emotional commercials." "I think there are too many continued stories on the air."

ALMA KITCHELL

Program Selection

There are letters, too, condemning radio because the writer is unable to find just the program that suits him at the moment he happens to tune in.

To which Miss Kitchell replies, "Do you know that all radio programs are planned insofar as possible just so you may consult the radio logs in the daily papers, learn what is scheduled, what to eliminate, and what to make note of for future listening? The hours of the day are allocated so that the tastes of all varieties of listeners may be catered to."

Just such a program as the *Brief Case* and just such a spokesman as Miss Kitchell seems to be what radio needs—an informal visit with the average listener to which he may respond freely.

NBC's first attempt to promote radio with radio was a series of Saturday evening quarter-hour programs, known as the *ABC of NBC*, which began in February, 1937, and ran for about six months. So much interest was displayed in these programs, which took the listener "behind-the-scenes" of NBC's varied departments and explained to them step-by-step the many component parts of a broadcast, that the network revived the series on a more comprehensive scale in March of this year.

The first series consisted of graphic descriptions of how the studio control room appears and what part it plays in a broadcast; how the continual search for talent is conducted; the functions and development of NBC's school of announcers; and, of course, explanations of such integral parts of a large network as the sales department, the press room, or the program department. The work of the various departments in actual operation or through dramatization is planned for the new *ABC of NBC* programs, in addition to coverage of sound effects, special events, audience mail and television.

The benefits which programs like this can reap for radio are visible in the many letters received by NBC from listeners who wrote that their familiar radio loudspeaker had taken on a new meaning to them because of their clearer conception of the activity necessary to produce broadcast programs. Also indicative of the public thirst for knowledge of radio are the questions submitted to Miss Kitchell for one of her contests on "What I Want to Know of Radio Behind the Scenes."

"What does it look like in a studio? Are pianists, orchestras, etc. kept ready, in the studio, to fill in at a moment's notice? Is there some way to govern the voices on the air? Do the actors dress up for their parts?"

Miss Kitchell, during the single program devoted to these letters, could answer only a few of the questions, but certainly such a response should indicate to broadcasters the tremendous possibilities for promoting their own medium of radio by giving the listening audience the facts it desires.

Music Appreciation

Perhaps the world-wide appreciation of fine music, whether played or sung, has won most of radio's friends, for surely the ever-increasing interest in grand opera, for example, arises largely from radio's ability to bring its wonders into the home of any music lover. Have we ever stopped to think of this?—is one of the questions which NBC announcers have been asking between acts of the weekly broadcasts from the Metropolitan Opera House in New York this past season. A subject of another of the *Brief Case* contests was "What Music on the Radio Means to Me and My Family."

And again the answers received indicated how listeners appreciate the opportunity to write their gratitude to radio for bringing them the privilege of music. And, through her offer of one of the latest model radios to the winner of each contest, Alma Kitchell is adding weekly to the army of radio listeners in the United States.

So, although the ostensible reason for NBC's offering the *Brief Case* programs may be merely to achieve "a better understanding between the listener and the broadcaster," the network is perhaps unconsciously a pioneer in the advertising theory of promoting a medium through itself.

Appellate Vacancy Is Given Rutledge

Becomes the Sixth Member of Court Hearing Radio Cases

ANOTHER "liberal" appointment to the U. S. Court of Appeals for the District of Columbia, which presides over most radio appeals, was made March 21 by President Roosevelt with the nomination of Wiley B. Rutledge Jr., of Iowa, as the sixth member of that tribunal.

Mr. Rutledge, whose confirmation is expected without serious opposition, will become the "swing" member of the normal five-man bench, relieving other justices when they are engaged in writing opinions or are otherwise unable to hear arguments. Both FCC Chairman Frank R. McNinch and Judge E. O. Sykes had been mentioned as possible appointees to the post.

Only 45 years old, Mr. Rutledge has been dean of the Law School of the University of Iowa since 1935. Recommended by Attorney General Murphy as a man of outstanding character and integrity, Dean Rutledge also had been mentioned as a possibility for appointment to the Supreme Court. Born in Cloverport, Ky., he is a graduate of the University of Wisconsin and was a teacher in Indiana, New Mexico and Colorado from 1915 to 1922.

Membership of the appellate court has changed almost completely during the last two years. Save for Chief Justice J. Lawrence Groner, who has served for some five years, all other Justices are comparatively newcomers and young in years. The court now has pending two dozen appeals from FCC decisions, several of which may be decided shortly.

Hannibal Petition

A PETITION requesting the FCC to carry out the recent mandate of the U. S. Court of Appeals for the District of Columbia reversing the decision denying its application for a new local station in Hannibal was filed with the Commission March 28 by the Courier-Post Publishing Co. of Hannibal, Mo. Pointing out that the court found the FCC denial "arbitrary and capricious", Eliot C. Lovett, the newspaper's attorney, held the Commission was without further discretion in the matter. Although the import of the court decision is that the application for 250 watts day and 100 watts night on 1310 kc. may not be denied on the ground of interference, the petition said the applicant is perfectly willing to accept the grant with 100 watts day and night if the Commission should conclude that is more appropriate.

Spurned

WHEN "America's most kissed girl" appeared on NBC's *Inside Story* March 28, the NBC-Chicago publicity department tried to pose her kissing C. L. Menser, producer of the show. But Sheila Kerry, New York model who kisses the lads from coast-to-coast via magazine ads, refused. "My heart", she explained, "belongs to J. Walter Thompson Co."

RECREATING a Brooklyn Dodgers exhibition game from Florida, Walter (Red) Barber, WOR baseball announcer, gives a preview of the setup he will use in WOR's New York studios to describe all the games played away from Brooklyn this summer. A Western Union operator relays the play-by-play actions to Red, who keeps track of every play, checking them in his scorebook while keeping up a running fire of description and comment.

Baseball on Coast

(*Continued from page 15*)

the Pirates and Seals and the evening in criticizing the transcribed versions of the game.

On the morning of March 26 the program was devoted to Goodrich, with the showing of a Goodrich film, a demonstration of the products and a discussion of Goodrich commercials and merchandising. The afternoon was devoted to a discussion of Wheaties, the General Mills product. This year General Mills again will employ the Wheaties Quartet, a transcribed musical novelty which will be played at the radio studio during the seventh inning stretch on signal from the announcer at the ball fields. This feature was a hit of last year's broadcasts.

Mr. Parker, Mr. Mitchell, Mr. Chez and Mr. Anderson of General Mills went into detail on the elaborate merchandising program to be conducted in conjunction with the baseball broadcasts. One of the new features to be tried this year, Mr. Parker stated, will be a Wheaties merchandising story, which will be sent in dramatized transcription form regularly to the announcers handling the broadcasts. Again this year General Mills will feature the Welcome Home merchandising plan. When a team returns to its home stadium, all grocery stores handling Wheaties will be supplied with special posters and displays welcoming the players back home.

The baseball announcers will make frequent personal appearances for Wheaties at designated stores and markets handling the product and will sign autographs for fans. Grocer mentions will be given during the games by the announcers. Wheaties boxes will contain pictures of the ball players in the locality, and national magazines carrying Wheaties ads will contain pictures of outstanding diamond stars and call attention to the baseball broadcasts.

Lorillard in Sacramento

Mr. Knudsen outlined the wide merchandising program to be carried on by Goodrich during the season. Although not definitely decided it was understood that Goodrich will sponsor another soap box derby for boys. It plans dealer posters and displays which will tie in with the ball games.

Ernie Smith, San Francisco sportscaster for General Mills and Goodrich, started his 12th year of baseball broadcasting with the opening of this season. He was the oldest sportscaster, in point of service, attending the conference.

P. Lorillard Co. (Old Gold cigarettes and Briggs Pipe Mixture) is sponsoring the Pacific Coast League baseball games on KFBK, Sacramento, Calif. All games home and away will be broadcast by Tony Koester, KFBK sportscaster. The Sacramento club of the Pacific Coast League won the President's Club playoff last year defeating San Francisco Seals in the finals.

Ira Blue, NBC sports commentator in San Francisco, last month started a sustaining series of quarter-hour broadcasts on the Pacific Coast League baseball resumes over KGO.

Submits Movie Report

REPORT on the survey of the present status of television, made by Courtland Smith for the Motion Picture Producers and Distributors Association, was submitted to the annual MPPDA meeting at the Hays office in New York on March 27. Its contents were not made public and all that could be learned at MPPDA headquarters was that the report was made without any recommendations to the picture industry.

Public's Desires Rule Broadcasts in America

RADIO broadcasting in the United States is ruled by "what the people of America want to hear," according to Miss Janet MacRorie, NBC manager of continuity acceptance, in an address before the Women's City Club of New York March 14.

"We have been accustomed, through reports of European activities, to think of censorship as the weapon of totalitarian states to win their peoples to their way," Miss MacRorie continued. "That may be the meaning of censorship elsewhere, but not in America. The gratification of personal whim is entirely absent in censorship of material submitted for broadcast on NBC's facilities. The work of editing material is guided by a consciousness of a great invisible audience of human beings and of Americans, made up of families rooted for decades in the country and others who have with just pride received their final citizenship papers."

ACA Signs WBNY

CONTRACT between Broadcast Local 18 of the American Communcations Associations and the management of WBNY, Buffalo, was signed recently, covering the five technical employes of the station. Contract, which runs until Oct. 1, 1940, calls for a closed shop with hiring through the union, a 40-hour, five-day week, annual vacations and sick leave with pay, time and one-half for overtime, and wage increases to go into effect July 1.

DISTINCTIVE

Discriminating travelers enjoy the perfect service, beautiful appointments, refined atmosphere and convenient location of this internationally famous hotel.

A. S. KIRKEBY
Managing Director

The Blackstone
MICHIGAN AVENUE • CHICAGO

WLAW

In the Heart of
Industrial New England

The Merrimack Valley of New England is completely covered by WLAW—the only medium serving all of the 862,520 persons in this rich industrial and agricultural district with its 0.5 mv. area.

1,000 Watts 680 Kilocycles

Owned and operated by
Hildreth & Rogers Co., Lawrence, Massachusetts

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MARCH 14, TO MARCH 30, INCLUSIVE

Decisions . . .

MARCH 17

MISCELLANEOUS — WAGA, Atlanta, granted continuance hearing to 4-20-39 on applic. assign license; WHB and KCMO, Kansas City, granted petition intervene WREN; NEW, Monocacy Bcstg. Co., Rockville, Md., action on motion continue hearing deferred; WSPA, Spartanburg, S. C., overruled motion to continue hearing of Spartanburg Adv. Co., set for 3-27-39; WOC, Davenport, granted motion take depositions; KOVC, Valley City, N. D., granted continuance hearing to 5-15-39; KRBA, Lufkin, Tex., granted continuance hearing to 4-24-39; NEW, Coastal Bcstg. Co., Brunswick, Ga., granted order take depositions; NEW, M. C. Reese, Phoenix, Ariz., granted continuance hearing to 5-10-39, same date as KOY applic.; WBAX, Wilkes-Barre, Pa., granted dismissal without prejudice applic. assign license; WQDM, St. Albans, Vt., granted supplemental petition take depositions; NEW, Rockway Co., Watertown, N. Y., granted continuance hearing; KOH, Reno, Nev., granted amendments applic. change freq. etc.

MARCH 18

MISCELLANEOUS—KOB, Albuquerque, N. M., granted extension temp. auth. 10 kw unl.; KEX, Portland, Ore., granted temp. auth. 5 kw unl.

MARCH 20

WPRA, Mayaguez, P. R.—Granted CP increase to 1½ kw, shift to 780 kc.

WBLK, Clarksburg, W. Va.—granted CP increase D to 250 w.

WDEL, Wilmington, Del. — Granted CP increase D to 1 kw.

KFEQ, St. Joseph, Mo.—Granted mod. license to 2 kw LS and 500 w LS San Francisco.

WEAU, Eau Claire, Wis.—Granted CP increase D to 5 kw.

MISCELLANEOUS — WJSV, Washington, granted mod. CP trans. site, antenna; NEW, Colonial Bcstg. Corp., Norfolk, Va., dismissed with prejudice applic. CP; NEW, Martin Anderson, Orlando, Fla., denied rehearing applic. CP which was denied 12-23-38; KRLD, Dallas, retired to closed files applic. mod. CP granted 11-7-38; WJLS, Beckley, W. Va., granted license new station; KWAL, Wallace, Id., granted mod. CP trans., studio sites; KTBC, Austin, Tex., granted mod. CP re trans.; WBTH, Williamson, W. Va., granted mod. CP trans., studio sites, new equip., vertical radiator; WCOV, Montgomery, Ala., granted license new station; W6XBE, Schenectady, granted license new international station.

SET FOR HEARING—KLON, Blytheville, Ark., CP change trans., studio site; KMA, Shenandoah, Ia., CP move to Council Bluffs; NEW, World Peace Foundation, Oakland, Cal., CP international station; WCOA, Pensacola, Fla., CP move trans., increase power; NEW, Joseph A. Lattimore, Shelby, N. C., CP 1370 kc 100-250 w unl.; KVOS, Bellingham, Wash., renewal license (granted temporary license); KWLC, Decorah, Ia., renewal license (granted temporary license); KGCA, Decora, Ia., renewal license (granted temporary license).

TEMPORARY RENEWALS — KLCN, Blytheville, Ark.; WCAM, Camden, N. J.; WKAQ, San Juan, P. R.; WNEL, San Juan, P. R.; WASH, Grand Rapids; WNAC, Boston.

MARCH 21

NEW, R. C. Atwood, Port Angeles, Wash.—Denied CP 1500 kc 100-250 w unl.

WRNL, Richmond, Va.—Granted CP directional antenna and to use 880 kc 1 kw unl., substituted new statement of facts.

KVOD-KFEL, Denver — KVOD granted CP change 920 kc 500 w Sh.-KFEL to 630 kc 1 kw unl. directional N; KFEL granted CP increase power on 920 kc from 500 w Sh.-KVOD to 1 kw. unl.

WTAD, Quincy, Ill.—Denied unlimited time.

NEW, Tri-City Bcstg. Corp., Schenectady—Denied CP 950 kc 1 kw unl.

KTOK, Oklahoma City—Granted CP 1370 kc 100-250 w unl., adopting proposed findings of facts and conclusions (B-2).

MARCH 24

MISCELLANEOUS—WHLS, Port Huron, Mich., granted extension of time on 3-27-39 for findings of fact; NEW, WJMS, Ashland, Wis., overruled petition continue hearing; NEW, Central Bcstg. Corp., Worcester, Mass., allowed 3 weeks comply with rules; KVCV, Redding, Cal., and KHSL, Chico, Cal., etc., granted petition accept correction to proposed findings in Yuba-Sutter Bcstrs. applic. for Marysville; KOH, Reno, granted order take depositions; KTAR, Phoenix, Ariz., granted petition intervene M. C. Reese applic., Phoenix; NEW, Catawba Valley Bcstg. Co., Hickory, N. C., dismissed petition intervene applic. Ben Farmer, Concord, N. C.; KRBA, Lufkin, Tex., granted order take depositions; KGNO, Dodge City, Kan., granted continuance hearing to 5-15-39 or later; NEW, Monocacy Bcstg. Co., Rockville, Md., granted petition intervene Lawrence J. Heller, Washington; WSUI, Iowa City, granted leave amend applic. re antenna; WMBR, Jacksonville, Fla., granted change in petition take depositions; WLEU, Erie, Pa., granted extension time to file proposed findings.

MARCH 27

KMED, Medford, Ore. — Granted reconsideration order of 2-6-39 concerning daytime operation; applic. for CP insofar as it requests daytime operation granted; denied reconsideration of order insofar as it affects nighttime operation; order of 2-6-39 affirmed re nighttime operation.

WCAX, Burlington, Vt.—Voluntary assign. license to Vermont Bcstg. Corp. approved.

MISCELLANEOUS—NEW, Great Western Bcstg. Co., Omaha, denied rehearing; KELA, Centralia, Wash., mod. license authorized; KFAR, Fairbanks, Alaska, granted mod. CP; WDNC, Durham, N. C., granted license increase D to 250 w, new equip. etc.; WTAQ, Green Bay, Wis., granted license increase D to 5 kw etc.; KGBU, Ketchikan, Alaska, license extended to 5-1-39; KFIO, Spokane, same; WKRC, Cincinnati, granted mod. license to 5 kw for all daytime operation; WXYZ, Detroit, granted extension auth. transmit programs to Canada.

SET FOR HEARING—NEW, Mollin Investment Co., Palm Springs, Cal., CP 1200 kc 100 w D; KFIO, Spokane, CP change to 950 kc 1 kw unl.; WGST, Atlanta, CP increase N 1 to 5 kw; WRDW, Augusta, Ga., mod. license N to 250 w; NEW, North Shore Bcstg. Co., Salem, Mass., CP 1200 kc 100 w unl.

NEW, Inland Empire Bcstg. Co., Pasco, Wash.—Denied CP 1310 kc 100 w unl., sustaining examiner (I-707).

NEW, Asheville Daily News, Asheville, N. C.—Granted CP 1370 kc 100 w unl., sustaining examiner (I-318).

WISN, Milwaukee; WJBO, Baton Rouge, La.; WAPO, Chattanooga—Denied all three applications CP's 1120 kc, increased power.

NEW, Greater Greenwood Bcstg. Station, Greenwood, S. C.—Dismissed with prejudice applic. CP 1420 kc 100-250 w unl.

NEW, W. A. Barnette, Greenwood, S. C. —Denied CP 610 kc 250 w D.

MARCH 29

NEW, Greater Greenwood Bcstg. Station; NEW, W. A. Barnette, Greenwood, S. C.—Greater Greenwood Bcstg. Station CP 1420 kc 100-250 w unl. dismissed with prejudice; CP W. A. Barnette 610 kc 250 w D denied.

WMC, Memphis — Granted extension temp. auth. 5 kw N.

Proposed Decisions . . .

MARCH 24

KTOK, Oklahoma City — Recommends granting of applic. use 250 w D.

MARCH 28

WTOL, Toledo—Grant of mod. license to increase D to unl. recommended.

Applications . . .

MARCH 16

WIBC, Indianapolis—Mod. license D to ltd.

KROW, Oakland—Auth. transfer control to W. I. Dumm, Philip G. Lasky, Fred J. Hart, Wallace F. Elliott.

KBKR, Baker, Ore.—Mod. CP as mod. to move studio, trans.

KIFO, Long Beach, Cal.—License for CP new equip., reduce power.

MARCH 21

WBBR, Brooklyn—Mod. license to Watchtower Bible & Tract Society.

WCMI, Ashland, Ky.—Auth. transfer control to Gilmore N. and J. Lindsay Nunn.

WSPA, Spartanburg, S. C.—Mod. license to 1120 kc 500 w 1 kw D.

WKEU, Griffin, Ga.—Mod. license D to unl.

KALE, Portland, Ore.—CP increase to 1 kw 5 kw D.

MARCH 23

NEW, Neptune Bcstg. Corp., Atlantic City—CP 1500 kc 100-250 w unl. amended to 1420 kc.

WHIO, Dayton — License for equip. changes.

NEW, Clarence H. Frey, Robert O. Greever, Logan, W. Va.—CP 1200 kc 100 w D.

WGBR, Goldsboro, N. C.—Mod. CP new station re antenna, trans., studio sites.

WSJS, Winston-Salem, N. C.—License new trans., antenna.

NEW, Catawba Valley Bcstg. Co., Hickory, N. C.—CP 1370 kc 100-250 w unl.

MARCH 25

KRLD, Dallas—Mod. exp. auth. Simul.-WTIC asking increase from 10 to 50 kw.

KRLH, Midland, Tex.—CP increase D to 100-250 w unl.

NEW, Earle C. Anthony Inc., Los Angeles—Television CP.

MARCH 28

WJBW, New Orleans—Mod. CP re new trans., move studio.

NEW, Martinsville Bcstg. Co., Martinsville, W. Va.—CP 1420 kc 100-250 w. unl., amended to strike Solomon L. Goodman from firm and add Wm. C. Barnes.

MARCH 30

WABI, Bangor, Me.—CP new trans., antenna, change 1200 kc 100-250 w to 560 kc 1 kw.

NEW, Mayflower Bcstg. Corp., Boston —CP 1410 kc 500 w 1 kw unl. (facilities WAAB).

WTNJ, Trenton—Mod. license increase D to 1 kw.

WGNC, Gastonia, N. C.—License for new station.

WDZ, Tuscola, Ill.—Mod. CP increase power to further request new trans.

NEW, Silver Crest Theatres, Yuma, Ariz.—CP 1420 kc 100 w time-sharing.

Sykes Banquet

A TESTIMONIAL banquet to Judge E. O. Sykes, retiring member of the FCC, has been scheduled for April 8 by staff members of the FCC and others identified with Washington's radio fraternity. Under the preliminary plans, Neville Miller, NAB president, will be toastmaster, with short addresses scheduled for Senator Pat Harrison of Mississippi, FCC Chairman McNinch, Senator Wheeler of Montana and Majority Leader Sam Rayburn of Texas. The plans include special entertainment, featuring radio performers.

3 Denials on 1120 Kc.

THE FCC on March 27 denied the applications of three stations seeking to improve their facilities, all on the 1120 kc. regional frequency. They were WISN, Milwaukee, now on that channel with 250 watts at night, and 1,000 days, which asked for 1,000 watts full time; WJBO, Baton Rouge, La., now on that channel with 500 watts fulltime, which asked for 1,000 watts fulltime; WAPO, Chattanooga, Tenn., now a local on 1420 kc., which asked for 500 watts night and 1,000 day on 1120 kc. On the same day the FCC also denied applications for new locals in Greenwood, S. C. (1420 kc.) and Pasco, Wash. (1310 kc.).

DECIBELS and all their ramifications were discussed at the annual six-day conference of Graybar Electric Co. and Western Electric commercial-product specialists, who met in New York in mid-March. Front row (l to r): A. J. Eaves, general; F. H. McIntosh, San Francisco; J. A. Costelow, Kansas City; L. B. Hathaway, Cleveland; George E. Brown, Minneapolis; Fred Allman, Richmond; E. W. Thurston, WE; J. W. Wholohan, Buffalo. Center, W. H. Johnson, San Francisco; G. L. Donnett, general; J. H. Ganzenhuber, Los Angeles; J. G. Hamilton, Atlanta; L. E. Walker, Richmond; K. S. Deichman, Detroit; J. P. Lynch, Boston; D. B. McKey, Atlanta; Frank Stahl, New York; Hugh S. Taylor, Chicago; Walter W. Ponsford, Philadelphia; J. W. Lamarque, New York; R. E. Poole, Bell Laboratories. L. F. Bockoven, WE. Back row: C. B. Reis, St. Louis; W. A. Wayman, Pittsburgh; G. W. Cramond, Cincinnati; D. A. Marten, Seattle; C. R. Hommowun, WE; A. S. Wise, Philadelphia; R. G. McCurdy, Kansas City; C. C. Ross, Dallas; W. A. McNair, Bell Labs.

Network Accounts

All time EST unless otherwise indicated.

New Business

GRIFFIN MFG. Co., Brooklyn (All White shoe polish), on May 2 starts *Time to Shine*, with Hal Kemp's orchestra, on more than 40 CBS stations, Tues., 10-10:30 p. m. Agency: Bermingham, Castleman & Pierce, N. Y.

ALFRED DUNHILL Cigarettes, New York, on April 10 starts *Name Three* on 4 MBS stations, Mon., 8-8:30 p. m. Agency: Biow Co., N. Y.

BROWN & WILLIAMSON Tobacco Co., Louisville (Raleigh cigarettes), on May 2 starts *Uncle Walter's Dog House* on 70 NBC-Red stations, Tues., 10:30-11 p. m. Agency: Russell M. Seeds Co., Chicago.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Wings), on March 25 started *News, Views, & Sports Reviews by Hughes* on 7 CBS Pacific stations, Sun., Mon., Wed., and Thurs., 9:45-10 p. m. (PST). Agency: Russell M. Seeds Co., Chicago.

ANHEUSER-BUSCH, St. Louis (Budweiser beer), on March 20 started *Personalities in the Headlines* on Texas State Network, Mon. thru Fri., 10 a. m. Agency: D'Arcy Adv. Co., St. Louis.

WEBSTER-EISENLOHR, New York, on March 14 started sponsorship for Tom Moore cigars of *Peter Molyneaux's* news programs thrice weekly on the Texas Quality Network. Agency: N. W. Ayer & Son, N. Y.

Renewal Accounts

HOUSEHOLD FINANCE Corp., Chicago, on April 5 renews *It Can Be Done* on 30 CBS stations, Wed., 10:30-11 p. m. Agency: BBDO, Chicago.

DUNCAN COFFEE Co., Houston, on March 12 renewed for 14 weeks *Bright & Early Choir* on 4 Texas Quality Network stations Sun. 8-8:30 a. m. (CST). Agency: Steele Adv. Agency, Houston.

LAMBERT PHARMACAL Co., St. Louis (Listerine — Prophylactic brushes), on April 28 renews *Grand Central Station* on 50 CBS stations, Fri., 10-10:30 p. m. Agency: Lambert & Feasley, N. Y.

HOUSEHOLD FINANCE Co., Chicago (personal loans), on April 5 renews *It Can Be Done* on 28 CBS stations, Wed., 10:30-11 p. m. Agency: BBDO, Chicago.

Network Changes

AMERICAN TOBACCO Co., New York, on Feb. 18 added KGGM KARM KDAL WMFG WHLB to *Your Hit Parade* on CBS, and not on NBC-Red, as erroneously indicated in BROADCASTING March 1.

WESSON OIL & SNOWDRIFT Co., New Orleans, on March 27 added KVOA, Tucson, and KTAR, Phoenix, to *Hawthorne House*, on NBC-Pacific-Red.

PHILIP MORRIS & Co., New York (cigarettes), on March 24 replaced *What's My Name* with *Guess Where* on 3 MBS stations, Fri., 8-8:30 p. m. Agency: Biow Co., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on March 15 added WCOL, WGBF, WBOW, WROL and WAPO to *Kay Kyser's College of Musical Knowledge* making a total of 95 NBC-Red stations, Wed., 10-11 p. m.

STANDARD BRANDS, New York, on April 3 adds 7 stations to Getting the Most Out of Life on NBC-Blue, Mon thru Fri., 11:45-12 noon.

LEWIS-HOWE Co., St. Louis, on March 31 added Friday evening 7-7:15 p. m. on NBC-Blue to *Vocal Varieties*, which continues Tues., Thurs. at 7:15 p. m.

SUCCESS BY AIR
Philip Morris Gives Credit For Sales Jump

CONCENTRATION on radio as the medium of advertising for Philip Morris cigarettes was one of the reasons offered in explanation of the tremendous growth and development of the product in the past six years by Paul Caspe, a member of the research department of Philip Morris & Co., in a recent talk before the Association of Advertising Men at the Hotel Dryden, New York.

"By far the greater part of the company's advertising appropriation goes into radio entertainment," continued Mr. Caspe, "and last, but by no means least, of the reasons for the increase in sales is due to *Johnnie* as perhaps the most famous living trade mark, and his 'Call for Philip Morris', which has lent itself perfectly for a program signature."

Sales Managers Meet

A BUREAU of Radio Advertising to promote time sales on a national basis was the center of discussion when the NAB sales managers committee met March 30 at Chicago's Palmer House under the chairmanship of Craig Lawrence, sales manager of the Iowa Broadcasting System. A full report on the committee's meeting last Dec. 2 was given and the promotion of broadcast advertising to other industries was reviewed. From Washington came Paul F. Peter, NAB director of research who spoke on standardizing station presentations and the need for a standard approach in telling the complete story of any radio station.

Emily Holt Makes Tour, AFRA Plans Disc Code

DEPARTURE of Emily Holt, executive secretary of the American Federation of Radio Artists, from New York March 28 for an inspection tour of the talent union's midwestern locals indicated there will be no immediate presentation of AFRA's demands to the transcription industry, as it is considered improbable such important negotiations would be commenced in Mrs. Holt's absence. AFRA council, however, has been working on a transcription code similar to that recently put through for talent employed on network programs, which will probably be presented to the transcribers before summer.

WGN, Chicago, KHJ, Los Angeles, and KFRC, San Francisco, MBS originating stations, have signed the AFRA code covering talent employed on network programs, which was previously accepted by NBC, CBS and WOR, so that AFRA provisions are now in force with all the nationwide networks. Plans for a modified code for regional networks are also in the works at AFRA headquarters, but will probably not be presented to these groups until the union has completed its dealings with the transcription makers.

A CLEVELAND local of AFRA has recently been organized, with the announcers and artists employed at WHK-WCLE forming the basis of its membership, the union's national headquarters has announced.

Slip of a Censor

VISITING the control room of KTUL, Tulsa, on a recent tour of inspection, an FCC inspector killed a transcribed Falstaff beer transcribed spot. It was an accident, however, for he bumped into the pickup and knocked the transcription into a muffled standstill. Before the spot could be put back, the 30 seconds were up and the station was back on CBS lines. Later Falstaff Brewing Corp. approved makeup time on the spot because of "unavoidable interference" from the FCC.

Women's Awards April 19

FIFTH annual awards for the year's best radio program selected by the Women's National Radio Committee, will be made April 19 at a luncheon in New York to be broadcast both by NBC and CBS. Among industry leaders to participate will be David Sarnoff, RCA president; Alfred J. McCosker, MBS chairman; Frank E. Mason, vice-president of NBC in charge of international broadcasting; H. V. Kaltenborn, radio commenator; Raymond Leslie Buell, president of the Foreign Policy Association; Sterling Fisher, CBS director of education. Awards will be announced during the afternoon broadcast. Among guests invited to the luncheon are FCC Chairman McNinch, NAB President Neville Miller, NBC President Lenox R. Lohr, CBS President William S. Paley, Donald Flamm of WMCA; John S. Young, director of radio of the New York World Fair.

Public Events Listening

ACCORDING to figures released by the Cooperative Analysis of Broadcasting, New York, 14% of radio set owners reported that they had listened on March 4 to the broadcast of the ceremonies commemorating the 150th anniversary of the first session of the United States Congress on CBS, NBC-Red and NBC-Blue. The CAB also reported that 11% of set owners heard one or more of the various ceremonies broadcast on CBS and NBC March 2, relative to the election of Pope Pius XII. The figure of 11% was determined by interviewing set owners in 33 cities throughout the country.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00 $40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
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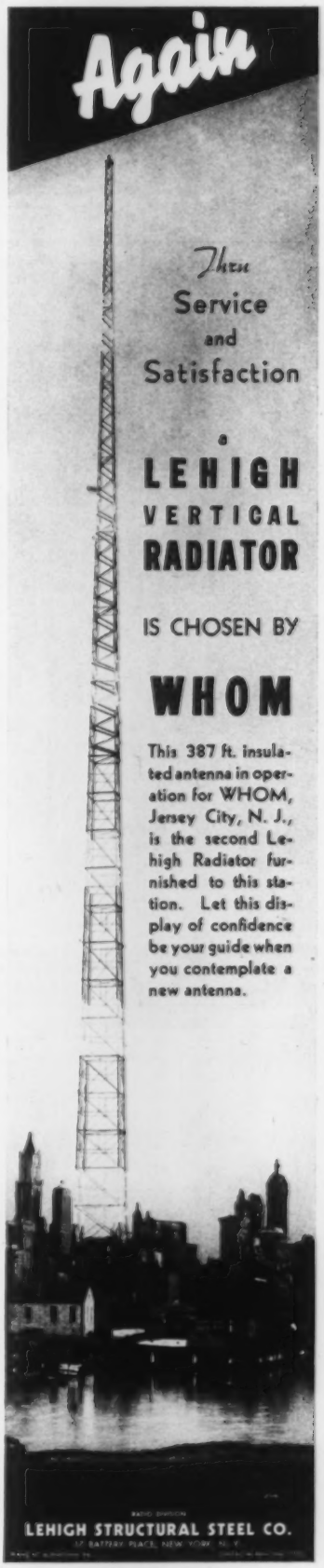
Again
Thru
Service
and
Satisfaction
LEHIGH
VERTICAL
RADIATOR
IS CHOSEN BY
WHOM
This 387 ft. insulated antenna in operation for WHOM, Jersey City, N. J., is the second Lehigh Radiator furnished to this station. Let this display of confidence be your guide when you contemplate a new antenna.
LEHIGH STRUCTURAL STEEL CO.

License Fee Cut Opposed by CBC

Service Would Be Curtailed, Murray Tells Committee

By JAMES MONTAGNES

THAT the CBC had turned down commercial network programs to the value of $250,000 in the past year was revealed by CBC General Manager Gladstone Murray during his questioning by the Parliamentary radio committee at Ottawa.

He pointed out that restriction of commercial broadcast time on CBC networks is determined by policy essential to public service broadcasting, and not by agreement with organizations of newspapers and magazines. The development of talk series, discussions, forums and the encouragement of Canadian orchestras and artists generally required a long-term policy "which cannot be made subservient to the caprice of commerce", he said.

"The reason for the existence of the CBC is to give a planned and balanced program service to the Canadian people," Mr. Murray stated. "The main ingredient is entertainment, but there are also important cultural responsibilities. . . . Such a trust cannot be discharged on a basis primarily commercial. I am not reflecting on the admitted value of the best commercial programs. I would indeed take this opportunity of paying a tribute to commercial sponsors, both of Canada and the United States, in their attempts to sell their commodities and services, while simultaneously enriching and widening our range of entertainment."

On the question of a reduced radio listener's fee, both CBC Chairman L. W. Brockington and Mr. Murray said the CBC would not be able to operate at its present scale or be able to expand. Mr. Brockington went so far as to say that without a license fee, and with broadcasting entirely reliant on advertising income, Canadian radio would gravitate to the United States commercial orbit, as it was tending to do before the CBC stepped into the picture. Even private broadcasters and United States network officials had admitted such a development to him, should the annual listener license fee be taken from CBC revenue.

Mr. Murray said a reduction from $2.50 to $2 a year in the license would mean an annual loss of revenue of $600,000 to the CBC, and would mean the elimination of four hours daily from sustaining network programs, the elimination of operations of the two new CBC transmitters at Sackville and Watrous, and a more limited use of Canadian artists. Chairman Brockington told the committee that 40% of CBC revenue went to pay fixed expenditures which for the fiscal year 1939-40 are estimated at $1,423,000.

SUIT for $250,000 has been brought by Cyril Charles Maison against CBS and Pickford-Lasky Productions, of California, on behalf of Lynn Farnol and Mr. and Mrs. Jo Milward, who claims plagiarism of a script dealing with pirates used on the CBS program *Pickfair Parties* in June, 1936, in which Errol Flynn appeared as a pirate. Plaintiffs, who claim to have written the script, are to appear before John McGuirk, New York notary, to give their depositions.

Late Personal and News Notes

JOHN S. YOUNG, radio director of the New York World's Fair, and Grover Whalen, head of the Fair, on March 27 met with a group of representatives of exhibitors at the Fair who are also radio sponsors to discuss the problem of broadcast originations from the Fairgrounds. No decisions have been made as yet. Among the companies represented were Ford Motor Co., General Electric Co., RCA, Westinghouse Electric Co., and George Washington Coffee Refining Co.

JOHN JESSUP, WTMJ salesman, who has resigned to enter radio in the Pacific Northwest, was presented with a handsome desk set inscribed "From the staff at WTMJ" at a smoker given him at the University Club by the WTMJ staff.

CHARLES GOLLING has joined the continuity department of WTMJ, Milwaukee. Until recently he was in the sales department of Brantjen & Kluge, Chicago, and formerly was on the staff of WEMP, Milwaukee.

PAUL HENRI GIROUX of Prescott, Ariz., executive secretary of Delta Phi Alpha, professional music fraternity, has joined KTAR, Phoenix, program department. He succeeds Duncan Jennings who has moved into the sales department.

EDWARD K. WHEELER, son of Senator Wheeler of Montana, and an attorney in the law office of Louis G. Caldwell, Washington, will marry Miss Charlotte D. Sharp, of New Philadelphia, O., April 15 at the bride's home. They plan to honeymoon in Bermuda, returning to Washington about May 1 where they will take up their residence.

JACK LYNCH, student announcer of KVOX, Moorhead, Minn., in March won the state oratorical championship. He is a student at the Barnesville High School and for several months has been handling remotes over KVOX from his home town.

KARL J. BATES, formerly chief announcer of WJW, Akron, O., has joined the announcing staff of WPIC, Sharon, Pa. John Cassidy, formerly with WKBN, Youngstown, has also joined the WPIC announcing staff.

GEORGE PRUTTING, formerly sales manager of the wholesale record department of Post & Lester, Hartford, has joined the American Record Corp., New York, to work with distributors in the New York, Newark, Philadelphia and Baltimore territories. Fred S. Boudiette, former sales manager of the Capitol City Distributing Corp., Albany, and previously an RCA-Victor distributor in Buffalo, has also joined American Record as field representative in Hartford, Boston, Syracuse, and Albany.

JOHN R. SHEA, official of the Kearny, N. J. plant of Western Electric Co., on March 29 was appointed manager of the Point Breeze Works of the company at Baltimore. He succeeds W. H. Meese, vice-president, who died March 26.

GEORGE STELLMAN, of the news staff of WBBM, Chicago, on April 8 will marry Miss Ernestine Bilger of Hinsdale, Ill.

WILLIAM E. PLUMMER, associate of Glenn D. Gillett, Washington consulting engineer, and Mrs. Plummer are the parents of a 7½ lb. son, born March 25, named William Torsch Plummer.

JAMES R. DONOVAN has been named chief engineer of WTOC, Savannah, Ga. Other new members of the technical staff are Roy Owens, Olen Vardman, William Behnken.

GENE MARSHALL, Paramount newsreel commentator and former NBC announcer, has joined the announcing staff of WTAR, Norfolk, Va., replacing Victor H. Lund, who has moved to WIRE, Indianapolis. Eddie Andrus, announcer at WTAR, has been named dramatic director.

PAUL J. SENFT, formerly of BBDO, New York, on April 3 joins the sales staff of WQXR, New York.

GENE FURGASON & Co., national representatives, on April 10 moves its Chicago office to 360 N. Michigan Ave.; telephone, State 5262.

E. M. LIPSCOMB has joined the sales staff of WTOC, Savannah, Ga.

Radio and the AP

QUESTION of altering its policy of not selling news to radio is expected to be the subject of debate at the forthcoming meeting of the Associated Press in New York April 24, despite the fact that a similar proposal was voted down last year. Spokesmen at AP headquarters refused to comment, saying that the members were privileged to raise any question they desired during the meetings and that while the subject would not be brought up by the press association's officers it might readily be raised from the floor.

Change in Name

DECIDING to do something drastic to boost listener interest in its 10-piece staff orchestra, WDAY, Fargo, N. D., changed its name from Abbie Andrews' Orchestra to Oscar Johnson's Music Makers, switched its style from swing to oldstyle sweetness, and watched sponsors perk to attention. The *Oscar Johnson Crossroads Jamboree* now plays to capacity studio audiences, where under the old monicker "there was no audience reaction whatsoever".

WLW Arguments in May

ORAL arguments before the U. S. Court of Appeals for the District of Columbia on the FCC petition to dismiss the appeal of WLW from the decision denying it full-time 500,000-watt operation experimentally, will not be held until May, according to the court's calendar. WLW reduced its regular power to 50,000 watts March 1, after the court refused to grant it a stay order restraining the FCC from making its decision effective. The WLW appeal, however, is still pending, subject to action on the FCC's motion to dismiss on the ground that WLW did not have an authorization from which it could appeal. The April docket of the court does not include argument on the motion. Duke M. Patrick, WLW counsel, and William J. Dempsey and William C. Kopolowitz, general counsel and assistant general counsel respectively of the FCC, conferred with court attaches March 29 in connection with the impending arguments.

MANISCHEWITZ MATZO Co., New York (Passover wine-matzos), which is using half-hour recorded programs on nine stations in the United States and Canada, is sponsoring similar programs in honor of Jewish Passover on the following New York stations: WEVD, WBBC, WARD, WHOM, WLTH and WCNW. A. B. Landau, New York, handles the account.

Dozen Apex Licensees Get Temporary Renewal

PURSUING its policy of cracking down on ultra-high frequency broadcast experimenters unless they show definite contributions to technical advancement the FCC March 27 set for hearing under temporary renewals a dozen "Apex" stations. Seven stations were so designated on the temporary basis from April 1, 1939 to April 1, 1940, with hearings ordered because the applicant had not conducted a satisfactory research and experimental program and had failed to submit satisfactory programs of such research and experimentation to be carried forward during the next license period. These included applications of Ben S. McGlashan, Los Angeles, covering two stations; E. Anthony & Sons, New Bedford, Mass.; NBC Chicago; WCAU, Philadelphia; WTAR, Norfolk, and WFAA, Dallas.

Licenses of five other Apex stations were extended on a temporary basis for the period ending May 1, 1939, pending determination of their applications for renewal. These included the Apex stations of Edwin H. Armstrong, Alpine, N. J.; GE, Albany; KSD, St. Louis; WHK, Cleveland; KXOK, St. Louis.

Prepare for Royalty

SPECIAL meeting of NBC, CBS and MBS with CBC took place on March 29 in Toronto to make arrangements for complete coverage by the networks of the visit to Canada and the U. S. this spring of King George VI and Queen Elizabeth of England. Representatives were Paul White, CBS director of public events and special features, Adolph Opfinger, MBS program coordinator, and A. A. Schechter, NBC director of news and special events.

Northernmost Outlet

CONSTRUCTION work on the new KFAR, Fairbanks, Alaska, 1,000 watts on 610 kc. authorized last June by the FCC, will start in May and the station should be on the air by September, according to Miriam Dickey, assistant to Capt. A. E. Lathrop, Alaskan capitalist and publisher who will be the station's chief owner. The station will be the farthest north commercial outlet on the North American Continent. Capt. Lathrop, who has been spending several months at the New Washington Hotel, Seattle, preparing for the station and ordering equipment, expects to return to Alaska in April.

Stein Bros. on 56

STEIN BROS., New York (clothing chain store), through Allied Adv. Agencies, Los Angeles, in a pre-Easter campaign started in late March, is using daily one-minute transcribed announcements on 56 stations nationally. Firm in addition, for its southern California stores, on March 18 started for 52 weeks using six spot announcements weekly on KHJ; 70 weekly on KFAC; 35 weekly on KEHE, and a daily quarter-hour news program on KRKD, Los Angeles.

HABITANT SOUP Co., Manchester, N. H., and Montreal, will use radio this spring in New England on behalf of its pea soup. Agency is H. B. LeQuatte, New York.

VARIETY SAYS ABOUT "MY LUCKY BREAK" A DISTINCTIVE MUSICAL SHOW WITH GOOD IDEAS, BOTH RICH IN HUMAN INTEREST.

WALTER WINCHELL NEW ORCHID TO THE CAST AND CONTINUITY OF "MY LUCKY BREAK" SHOW VIA **WLW** **BIG TIMERS**

RADIO DAILY TED LLOYD JOE CHERNIAVSKY'S MUSIC ON "MY LUCKY BREAK" DURING THE TELLING OF FANNIE BRICE'S STORY WAS THE HIGH SPOT OF THE SHOW.

THE BILLBOARD SAYS ABOUT THE LUCKIEST BREAK THE PROGRAM ITSELF RECEIVED WAS GETTING CHERNIAVSKY FOR THE MUSICAL INTERLUDES AURA OF DIGNITY AND CLASS PERVADES THE WHOLE PROGRAM

another Original Show from WLW "My Lucky Break"

TELEGRAM "A THOUSAND THANKS TO YOU, THE PRODUCERS, THE AUTHOR, THE ENGINEERS AND YOUR ENTIRE STAFF FOR MOST BEAUTIFUL AND TOUCHING BROADCAST. **PAUL WHITEMAN**

TELEGRAM SO THRILLED OVER THE PROGRAM WARMEST THANKS FOR THIS GRAND TRIBUTE FROM MY OLD ALMA MATER **JANE FROMAN**

TELEGRAM EDDIE CANTOR WAS GENUINELY THRILLED AND ASKS ME TO CONVEY TO YOU HIS DEEPEST GRATITUDE AND SINCERE APPRECIATION **VICK KNIGHT**

TELEGR I HAVE RECEIVED COMMENTS FROM SEVERAL OF MY FRIENDS IN THE MIDDLE WEST ON YOUR SPLENDID PROGRAM **RUDY VALEE**

EGRAM A THOUSAND THANKS FOR GLORIOUS TRIBUTE PAID TO ME. A KISS FOR EVERY TEAR AND THRILL YOU GAVE ME LOVE **SOPHIE TUCKER**

TELEGRAM "A BLEND OF MUSICAL BEAUTY AND DRAMATIC HUMAN INTEREST SUPERBLY KNIT BY THE MAESTRO WHO CONCEIVED THE SHOW **RADIO DIAL**

HUMAN INTEREST MUSIC DRAMA LAUGHS

FEATURING

JOSEF CHERNIAVSKY

RADIO'S OUTSTANDING SHOWMAN CONDUCTOR

COAST TO COAST Mutual Network

SUNDAY 6:00-6:30 E. S. T.

A COPYRIGHTED FEATURE

TELEGRAM IT WAS BEAUTIFULLY DONE AND I COULDN'T FIND A SINGLE FAULT WITH IT. THE WAY YOU PLAYED MY TIME JUST MADE ME TINGLE WITH PRIDE. **KATE SMITH**

TELEGRAM NEVER WAS SO THRILLED IN MY LIFE THANKS TO YOU AND YOUR ASSOCIATES **GUY LOMBARDO**

REPRESENTATIVES:

TRANSAMERICAN BROADCASTING & FEATURING CORP.

NEW YORK CHICAGO HOLLYWOOD

Mike Problems?

RCA HAS YOUR ANSWER!

A complete line of fine microphones—for every purpose and price—bring you top-notch performance at moderate cost!

Remember the carbon mike of the early days? Much has happened to microphones since then. And the mikes we have today owe a great deal of their excellence to the efforts of RCA engineers. For long years of research and development by these men have not only created the standard of microphone performance as we know it today—but have led to a complete line of mikes designed for every requirement and price.

Look at the RCA microphones illustrated on this page. No matter what your microphone problem—you'll find the right answer here. And you can rest assured of fine performance. From the 88A to the 44BX they're the tops! That's why more RCA microphones are used by broadcasting stations than any other kind! Full details on request. No obligation.

Use RCA Radio Tubes in your station —for finer performance

1. 88A . . . Ideal for remotes. Pressure operated, styrol diaphragm, aluminum voice coil, non-directional.
2. 74B . . . Low cost, high quality. Ribbon-velocity, small size, light weight, bi-directional.
3. 77B . . . Smallest, lightest uni-directional. Double ribbon. Cardioid pattern, smaller size, uni-directional.
4. 77C . . . Suits the pattern to the pick-up. Double ribbon. It's uni-directional, it's bi-directional, it's non-directional—all at the twist of a switch.
5. 44BX . . . The microphone of the networks. RCA de luxe microphone, velocity-actuated, ribbon type, bi-directional, high output.

RCA

Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

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